APR. 10, 1944 PRICE 15 CENTS

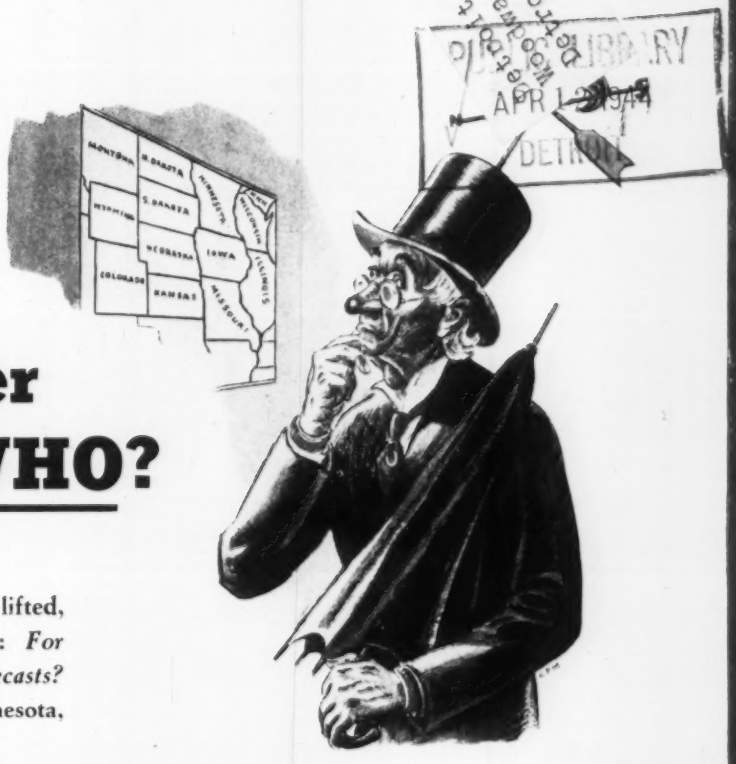
BROADCASTING

The Weekly Newsmag[illegible] of Radio

Broadcast Adverti[illegible]

Detroit Public Library
Woodward & Kirby Avenues
Detroit 2, Michigan

TECHNOLOGY DEPT!



What Weather Reports for WHO?

When weather-broadcast restrictions were lifted, we of WHO again pondered this question: *For how many states should we broadcast the forecasts?* In prewar days the list included Iowa, Minnesota, the Dakotas, Nebraska and Missouri.

Accordingly, WHO Newscaster, Bob Burlingame, asked all his listeners in "North Central States" to write in if they would like the forecast for their states included.

Thousands of postcards and letters were received. PUBLIC DEMAND WAS SO GREAT THAT WHO WAS OBLIGED TO ADD MONTANA, WYOMING, COLORADO, OKLAHOMA, KANSAS, ILLINOIS, WISCONSIN AND UPPER MICHIGAN.

Thus WHO is now furnishing late evening weather forecasts for 14 states—and, if letters received are any indication, many listeners in these areas practically depend on WHO for this service.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

IN TOWN AND COUNTRY . . .

They think and react alike

IT makes no difference if a person lives on a farm, in a small town or city here in Midwest America, for it's odds on that he is tied in some way or manner to the soil. Many of our metropolitan folks themselves came from the country . . . and still have relatives farming in this great Midwest America corn belt.

Consider this family, for instance: Walter Marten, of Springfield, has worked for the Illinois Central Railroad for 20 years. Mrs. Marten's niece, Vangie Jones, lives with her husband and six children on a 160-acre farm at Moweaqua, Illinois. Yet both these families, one in the capital city and one on a farm, are regular WLS listeners, and *both buy WLS-advertised products!*

Checking last year's purchases of goods by the Jones family, on the farm, in classes of goods advertised on the station, we found that 65% of their selections were WLS-advertised brands! And in the city, we found the Martens buying 42% brands advertised on WLS! There's proof that *WLS Gets Results!*

IN TOWN . . .

SPRINGFIELD, ILL.—Mr. and Mrs. Walter Marten, aunt and uncle of Mrs. Jones, live in Springfield, Illinois, where Mr. Marten for years was stationary fireman for the Illinois Central Railroad, still works for them. They have two children, both married. Their boy lives in Clinton, Iowa, their girl, also married, in New Orleans, Louisiana. Pictures show Mrs. Marten in the kitchen, Mr. and Mrs. Marten at breakfast and Mr. Marten reading and listening to his radio.

. . . AND COUNTRY

MOWEAQUA, ILL.—Mr. and Mrs. Harry O. Jones farm 160 acres near Moweaqua, Illinois. Mrs. Jones is a niece of Mrs. Marten, of Springfield. The Joneses have six children, all at home. The pictures show Mr. Jones in his cattle feed lot; the youngsters at a Bingo game: Maurine 16, Donna 12, Floyd 14, Lawrence 10, Janice 8 and Aubrey 15; and Mrs. Jones fixing supper.

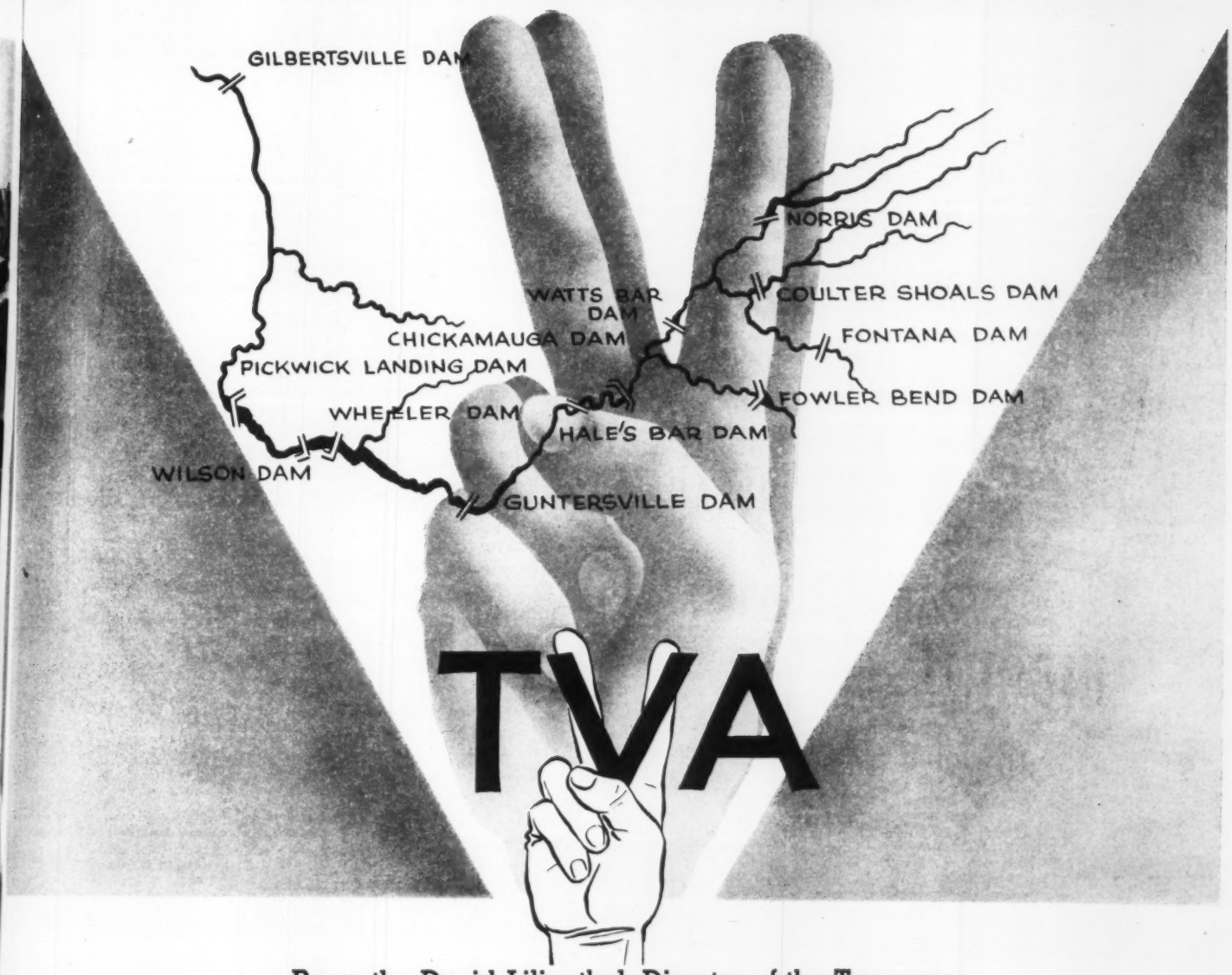
WLS
CHICAGO
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL

Advertisement No. 6 in a Series



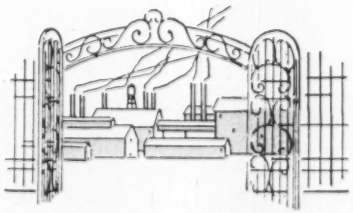
Recently, David Lilienthal, Director of the Tennessee Valley Authority, declared:

> **"In the past six or seven years, TVA has made strides in industrial development based upon its resources that mark it as the outstanding region of the United States."**

In terms of present and potential expansion, the TVArea is truly a power-house . . . a vast reservoir of buying power that today is making its impression in the form of increased retail sales.

•

The buying income of the Nashville market jumped $100,000,000 in 1942 over the previous year.



THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

WLAC

CBS

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WWL Advt.
March, 1941

Today—

When You Think of
NEW ORLEANS

...You Think of
HIGGINS BOATS
MADE IN NEW ORLEANS

...AND
WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Believe It or Not
Jack Armstrong

*Now available

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks
KFOR LINCOLN Nebraska
A Small Station Doing a BIG JOB

. . . for sales stimulation in Greater St. Louis

KSD

in St. Louis

and the BASIC NBC *network*

KSD has the Largest Daytime Population Coverage Area of any St. Louis Radio Station

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

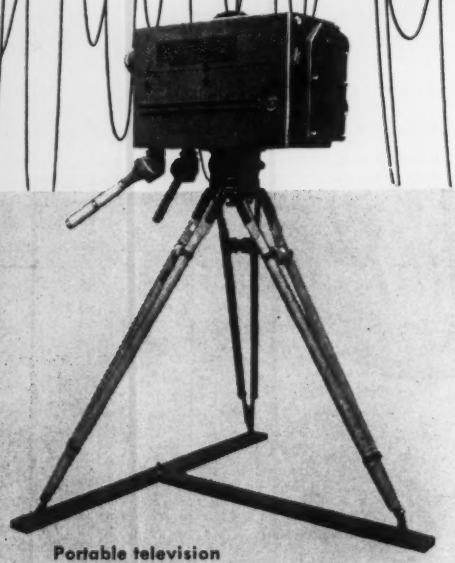
A Distinguished Broadcasting Station

National Representative

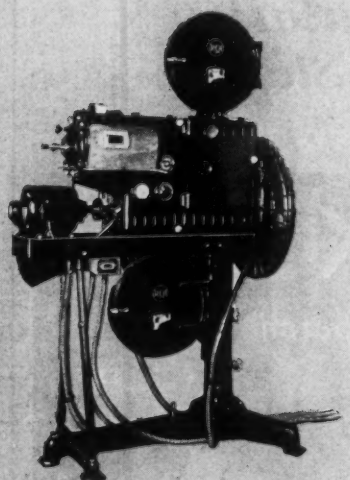
FREE and PETERS

INC.

IN VIDEO EQUIPMENT FOR TELEVISION BROADCASTING



Portable television camera developed by RCA engineers. An improved version of earlier models, this camera uses an orthicon-type pickup tube; has a built-in view finder and focusing device.



Film projector developed by RCA television engineers. Special construction allows regular movie film (24 frames per second) to be used with 30-frame-interlaced system of television broadcasting now in use.

RCA engineers developed and first constructed nearly all of the major equipment units used in the present method of television broadcasting.

RCA engineers produced the first all-electronic synchronizing generator, the iconoscope which was the first successful studio pickup tube, the orthicon which, with its higher sensitivity, made outside pickups practical and the film projector which makes possible the use of standard movie films.

RCA engineers designed the first "broadcast type" television field pickup equipment. They established the video equipment system which is used today in a number of stations. They set up and placed in operation the first successful combination of all of these units. In short, they produced the electronic system of television as we know it today.

The experience in television broadcasting which these achievements represent goes back over fifteen years. All of these developments were "before the war." They are the things we can talk about now. They are the "pattern of the past" on which the future can be predicted.

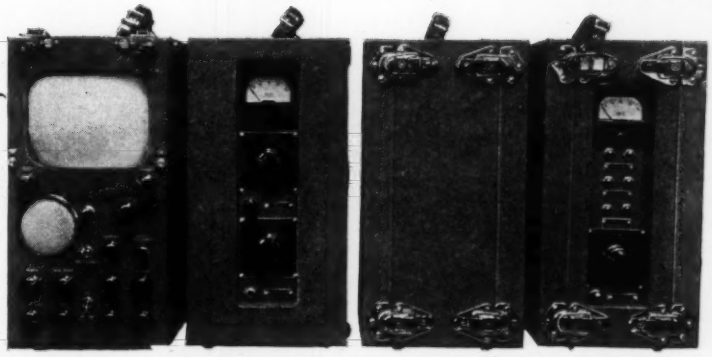
RCA BROADCAST EQUIPMENT

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics



Remote television pickup equipment developed by RCA. Units of this type are presently used by NBC in regular broadcasts from Madison Square Garden — broadcasts which are picked up and rebroadcast by stations in the Philadelphia and Albany-Schenectady areas.

AFTER THE WAR THERE WILL BE MANY IMPROVEMENTS

In video equipment one of these will be a new high-sensitivity pickup. Another will be widespread use of the RCA-developed 6AC7 tube which makes possible 6 mc. band-width amplifiers with a gain of 20 per stage. There will be new cameras, new synchronizing generators, new control layouts—new equipment throughout that is simpler, more convenient and more efficient.

BUY MORE WAR BONDS

Telecasting a miniature set. De luxe studio cameras of the type shown here were built by RCA for NBC, CBS and others. These cameras use an iconoscope for pickup. Postwar cameras will use improved pickup tubes—will be smaller, lighter, less expensive.

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

C. H. COTTINGTON

Radio Director, Erwin, Wasey & Co., Inc., New York

Says—"Spot broadcasting means *flexible* radio advertising—where, when and as planned"

●Right, Mr. Cottington—spot broadcasting does give you agencies and advertisers complete flexibility not only as to markets, but also as to time-of-day and kind-of-audience, and even as to costs. . . .

●By the same token, spot broadcasting *requires flexibility of the agency and advertiser, too.* The mental flexibility to perceive that one type of program simply can't appeal equally to every section of the country, to every type of consumer, or to every age-group. And again, the organizational flexibility to seize good program ideas, good time-availabilities, good merchandising opportunities as they occur, and before someone else snaps them up. . . .

●And spot broadcasting requires flexibility in representatives, too! May we *demonstrate?*

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
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KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
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KOIN-KALE . . . . . PORTLAND
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KIRO . . . . . SEATTLE
KFAR . . . . FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 15 WASHINGTON, D. C., APRIL 10, 1944 $5.00 A YEAR—15c A COPY

Radio Challenged to Expand Retail Time

More Data Sought On Circulation By NRDGA

By BILL BAILEY

A CHALLENGE to radio to take a big slice of the retail advertising dollar was handed the industry last Thursday at a retailers-radio panel of the National Retail Dry Goods Assn. at a Sales Promotion Clinic in Cincinnati. It is estimated that in 1943 retailers spent $430,000,000 in newspapers and about $78,000,000 for radio, but that 1944 retail business for radio will eclipse $100,000,000.

B. Lewis Posen, publicity director of Hochschild, Kohn & Co., Baltimore, co-chairman of the radio panel, told broadcasters that one of the retailer's chief faults in radio is his "fear of the unknown". He urged radio to assemble its facts with reference to coverage and producing an audience before approaching the retailer.

Money to Spend

Paul McCarthy, publicity director of the J. N. Adam Co., Buffalo, predicted that in the future local retailers will sponsor national network programs on a participation basis. He, too, told broadcasters that the retailers have money to spend and radio can and will do a job but that radio must meet the retailers half-way in helping to do a promotion job.

Mr. Posen likened broadcast advertising to a victory garden. "You must first break the ground and nurse the garden along before it bears fruit. It seems to me any medium has many of the same preparatory steps which must be taken before the ground bears fruit. I believe as a retailer all we pay for when we buy a medium is delivery of a message. If we don't get results, maybe we've delivered the wrong message.

"You've got the medium. You've got the education. You tell us what's going on."

Mr. Posen told the group of about 400 retailers and 50 broadcasters that "we can't get away from the fact that we have never made an effort to buy time." He proposed that the radio fraternity develop through research definite facts to present potential advertisers.

He urged that facts be assembled by groups with reference to outlets such as those covering large stations in large communities, medium stations, and small outlets.

Dietrich Dirks, KTRI Sioux City, co-chairman who led the radio discussion as chairman of the NAB Sales Managers Executive Committee, told the retailers that broadcasting and the retail trade were much closer together than they were two years ago at their first meeting.

He said: "We learned you wanted to know more about us. We had to know more about you before wooing you. In the final analysis we had to find out if there were any fundamental reasons why broadcast advertising could not make a real contribution to retail sales and if it could, then radio could perform a real wartime service."

Walter Johnson, commercial manager of WTIC Hartford, resented an inference by Mr. Posen that radio's increased business was due largely to rationing of newspaper space, although the retailer had qualified his statement by say-

(Continued on page 63)

NAB Starts Plan to Develop Standard Method of Coverage

Technical Group Headed by Roger Clipp to Make Study of Plan; Networks Offer Facilities

A NATIONWIDE study to bring about a standard method of determining radio's coverage and circulation has been undertaken by the NAB.

That announcement came last week following two days of joint and separate meetings by the NAB Research Committee and the NAB Sales Managers Executive Committee. Sessions were held at the Netherland Plaza, Cincinnati, Tuesday and Wednesday. The committees joined Thursday in the radio panel of the National Retail Dry Goods Assn. (see this page.)

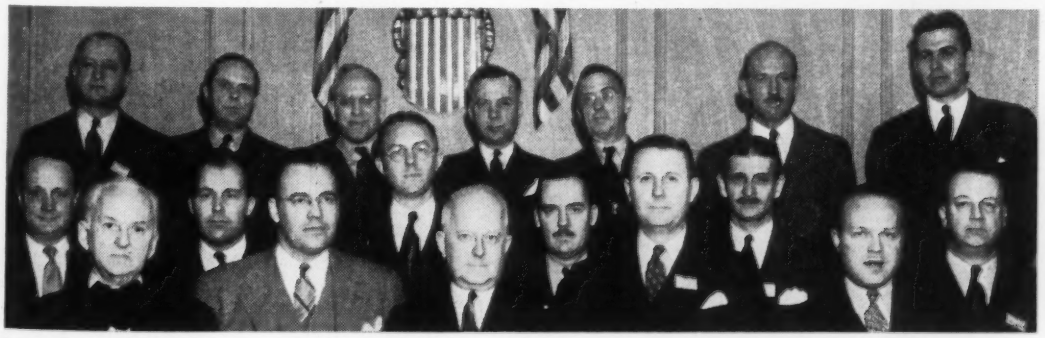
A technical subcommittee appointed by Hugh Feltis, general manager of Central States Broadcasting System and chairman of the NAB Research Committee, will begin an immediate study with prospects of presenting a complete plan to the NAB membership at the August convention.

On the subcommittee are: Roger Clipp, WFIL Philadelphia, chairman; Dr. Frank N. Stanton, vice-president, and John K. Churchill, CBS director of research; Barry T. Rumple, research manager, and Kenneth Greene, assistant, NBC; Edward F. Evans, WJZ New York; Paul Peter, NAB director of research, secretary of the subcommittee.

Mr. Feltis announced that CBS and NBC last week tendered their full research facilities and as a result such resources of the networks will be pooled with those of the NAB in examining all methods available from the Joint Committee on Radio Research, research organizations, national representatives and individual stations. He also disclosed that the Blue network and Mutual, though not members of the NAB, indicated their interest in the study and will likely lend assistance.

At the joint meeting last week of the NAB Research Committee and Sales Managers Executive Committees the problem of arriving at a single method of measuring coverage and circulation was discussed with the two groups going on record in favor of such a survey. J. Harold Ryan, president-

(Continued on page 60)



NAB RESEARCH and sales managers executive committees attending the two-day meetings at the Netherland Plaza Hotel in Cincinnati, April 4 and 5 included (l to r): Jack Williams, WAYX Waycross, Ga.; Hugh Feltis, KFAB KOIL KFOR Lincoln-Omaha, chairman of the research committee; J. Harold Ryan, newly elected president of NAB; Dietrich Dirks, KTRI Sioux City, Ia., chairman, sales managers executive committee; Roger Clipp, WFIL Philadelphia; (second row) Bennett Larsen, WWDC Washington; Barry Rumple, NBC New York; E. A. Evans, WJZ New York; W. C. Roux, NBC New York; Lewis H. Avery, NAB Washington; C. K. Beaver, KARK Little Rock, Ark.; (third row) Sam H. Benentt, KMBC Kansas City; Jack L. Surrick, WFIL Philadelphia; Kenneth Green, NBC New York; Walter Johnson, WTIC Hartford; John M. Outler Jr., WSB Atlanta; Paul F. Peter, NAB Washington; John Churchill, CBS New York.

4-Fs Hope of Draft-Ravaged Stations

Industry Seeking Women In Manpower Crisis

By JACK LEVY

WITH A SERIOUS situation confronting the broadcasting industry as a result of new Army demands, stations and networks last week were exerting strenuous efforts to retain technical personnel and key officials in order to maintain operations.

Facing the immediate loss of all men under 26, except those physically disqualified, and the probable reclassification in the next few months into 1-A of others between the ages of 26 and 30, broadcasters were taking steps to replace these losses and to appeal draft board actions affecting their most critical employes.

From the maze of confusion between War Manpower Commission and Selective Service policies with respect to industries heretofore regarded as "essential", it appeared likely that between now and July 1 the manpower drain would be severe as far as the younger age groups are concerned, but that those between 30 and 38 would not be seriously disturbed. What will happen after July depends largely on military developments.

Essentiality Retained

Despite a rather dark picture painted by Maj. Gen. Lewis B. Hershey, Selective Service Director, in an address over the CBS network, there were several developments during the week which served to quiet the fears of many station owners. One of these was an assurance that radio's status as an essential activity continues to be recognized by local boards and appeal boards in considering requests for deferment of experienced technicians.

Another was the likelihood that radio men in the 4-F class, an important source of manpower in many stations, will not be disturbed from their present employment in the expected mobilization of this group for labor battalions or war industry. Gen. Hershey, who was asked to submit to the House Military Affairs Committee a list of activities entitling 4-F's to occupational deferment, is known to favor a broad application of essential activities in granting deferment to 4-F's. It is expected that this situation will be clarified within the next week.

Another favorable development was an assurance by War Manpower Commission officials that broadcasting is retained on the list of essential activities and that no change in its status is contemplated at present. While no attention is being paid the list by Selective Service in the current drive to fill quotas, it is expected that the list will be given great weight in determining essentiality of 4-F's.

Selective Service policies regarding induction of men between 26 and 38, now the chief concern of broadcasters, it was learned, will not be specifically stated until it is determined how many physically qualified men can be rounded up from the 18 to 26 year old groups. Gen. Hershey made it clear, however, that the maximum number of inductees which can be drawn from those under 26, including the new 18 year old crop, will not be enough to meet military requirements.

While Selective Service "will apply somewhat less stringent requirements" in calling up men between 26 and 30, there will still not be enough men to meet the calls by July 1 and the balance must be obtained from those over 30. From this group, Gen. Hershey declared, Selective Service will take "initially those who are not making a substantial and material contribution to the winning of the war".

Young Blood Needed

Gen. Hershey explained that the armed forces must be supplied with 1,000,000 men during the four-month period between March 1 and July 1, with the demand for young men so urgent as to be given priority "even though production suffers". A maximum of 240,000 can be expected from those reaching 18 prior to July 1. Another 600,000 is the maximum which can be obtained from the present I-A registrants, composed largely of pre-Pearl Harbor fathers and similar to the group of 1,500,000 who were still in III-A on March 1. The balance will have to come from those over 26.

In order to obtain the maximum number of younger men, Gen. Hershey asserted, the draft boards will review the classification of all occupationally deferred registrants under 26 before those over 26. Continued deferment, he pointed out, will not be considered by the local boards unless the State Selective Service Director endorses the request of the employer.

Pre-induction physical examinations, he revealed, have been ordered for all occupationally deferred registrants under 26 in order to eliminate from consideration for further deferment those physically unfit or fit for limited service only. These two classes, he said, will continue in deferred status as long as they stay on their jobs.

Following the review of those under 26, the boards will review those over 26 but the requirements of this group, he pointed out, "will be progressively less strict as the ages increase."

He asserted that "A large factor in deferment has been the difficulty of securing adequate replacements. The turnover of labor", he noted, "has multiplied many times over the problem caused by Selective Service withdrawals."

Stabilization Promised

Enunciating broad policies in connection with draft calls, Gen. Hershey promised that Selective Service "will use all means in its power to stabilize the positions of men who are liable for military service, under the law, in jobs which are contributing materially and substantially to the winning of the war. . . . It will reclassify from IV-F or I-A-L (Limited Service) all men who have or secure jobs in war industry or in agriculture. It will aid to the limit of its ability efforts to make possible the induction and putting to work of any man liable for military service and able to work who does not find and keep a job which helps win this war".

Sarnoffs Meet

TWO SONS of David Sarnoff, RCA president, met unexpectedly in Guadalcanal and found they were working on the same project —setting up broadcasts and transmission of radio news copy to the United States. The brothers are Lt. Robert W. Sarnoff, 25, of the Navy, and Lt. Edward Sarnoff, 23, Army communications officer. Story of their accidental meeting at Army Airways Communications offices was told in a delayed dispatch written by Master Tech. Sgt. Maurice E. Moran, and distributed by the Associated Press.

GATHERED IN CINCINNATI at the offices of the Crosley Corp. to discuss tentative plans for post-war radio advertising were the above members of the Radio Manufacturers Association's advertising committee (l to r): James W. Douthat, RMA director of publications, Stanley Manson, Stromberg-Carlson Corp., Victor A. Irving, Galvin Mfg. Corp., S. D. Mahan, Crosley Corporation's director of advertising and public relations who was host to the visiting radio executives, John S. Garceau, director of advertising and public relations, Farnsworth Television & Radio Corp., Bond Geddes, RMA executive v-p, E. I. Eger, Admiral Corp., John Gilligan, Philco Corp., and Richard Hooper, RCA Victor Division.

WELI to Wilder; $220,000 Is Price

Bulova and Lafount Interests In Station Are Transferred

ACQUISITION of WELI, New Haven, from the Arde Bulova interests, by Col. Harry C. Wilder, owner of WSYR Syracuse, WTRY Troy, and WKNE Keene, N. H., for $220,000, has been consummated subject to FCC approval, it was announced last week.

An application for voluntary assignment filed with the FCC reveals that Mr. Bulova, watch manufacturer and broadcaster, would dispose of his majority interest in the station, along with the minority interest held by Harold A. Lafount, general manager of the Bulova stations and former radio commissioner. Mr. Bulova owns 78% of the common stock, of which 5,000 shares are issued, and 86% of the preferred stock, totaling 500 shares. Mr. Lafount owns 20% of the common and 14% of the preferred.

Stock Transfers

Col. Wilder personally would acquire 22.8% of WELI's stock while Central New York Broadcasting Corp., WSYR licensee, and Troy Broadcasting Corp., operating WTRY, each would purchase 38.6%. The total consideration is $185,000 for the stock of City Broadcasting Corp., licensee of WELI. The transaction also involves the sale of all the stock of the Halco Realty Co., which owns the WELI transmitter site, for $35,000. Applications were filed on behalf of Col. Wilder by Dow, Lohnes & Albertson, and for WELI by Fisher & Wayland, both Washington radio law firms.

Mr. Bulova had negotiated for the sale of four of his stations to W. O'Neil, president of General Tire & Rubber Co., owner of the Yankee Network, for a figure reported to have been in the neighborhood of $1,175,000 [BROADCASTING, Jan, 17]. WELI was understood to have been involved in these negotiations, along with WNBC Hartford, WPEN Philadelphia, and WCOP Boston. Mr. Bulova also is principal owner of WNEW New York. Whether any of these properties will be disposed of, it is reported, is still under consideration. The *Philadelphia Bulletin* has been reported as the likely purchaser of WPEN.

Circus Policy

RINGLING Bros., and Barnum & Bailey Combined Shows, Sarasota, Fla., in promoting local showings of the Circus, now on the road, will continue its policy of the last few seasons in favoring those stations which have cooperated promotionally in previous years. New York schedule [BROADCASTING, March 27] is more extensive than in any previous season. Itinerary is still incomplete, and no specific radio schedules have been set up. Show moves from New York to Boston May 23.

GE Offers Tube to Open New Air Vistas

Post-War Projects To Cover Wide Range

PRE-VIEW of post-war television, including two-way networks of "master" and "satellite" video stations connected by ultra-high frequency radio relays made possible by a new electric tube, studios with turntable stages and dual audience seating areas, and receivers in the $200 price class, was given by General Electric Co. executives at a press luncheon held last Thursday at the Waldorf-Astoria, New York.

G-E also announced a "Television Equipment Reservation Plan" similar to the reservation plans for AM and FM broadcasting equipment inaugurated last fall (BROADCASTING, Nov. 8, 1943). By depositing War Bonds in the required amount ($5,000 for a 4-kw television system and $12,500 for a 40-kw system, each complete with dual studio camera channels and dual motion picture channels, basic studio equipment, visual and oral transmitters and antennas, etc.), one may obtain priorities for the post-war delivery of G-E video equipment.

Can Be Withdrawn

Plan is one of reservation only, it was stated, with orders to be placed within 90 days after the date when production and sale of television equipment is authorized. Bond deposit can be withdrawn at any time, without penalty except loss of priority, G-E said.

Conducted by E. L. Robinson of the G-E electronics department, session opened with brief talks by W. R. G. Baker, vice-president in charge of electronics, who stressed the need of "a realistic down-to-earth planning process" to put television over, and Robert S. Peare, manager of G-E broadcasting, who reviewed the company's telecasting experiences, pointing out that unlike all entertainment except radio, television is to be judged entirely by the criteria of the home, totally unlike the standards of other entertainment where "you pay your money and you take your choice."

James D. McLean, commercial engineer in G-E's transmitter division, outlined the company's post-war televison plans. Pointing out that one of the major economic problems of the television broadcasting industry is a means of making their expensive programs available to the largest possible audiences, increasing circulation and decreasing cost-per-listener, he cited as the first step the construction of "master" video stations in large cities.

Illustrating his remarks with pictures and a model of a "master" station, designed by Austin Co., he said that such stations should be equipped for programs as elaborate as a Broadway musical comedy. Design shown included a revolving stage 96 feet in diameter, permitting rapid scene changes, with audience seating areas arranged with drop partitions so that while one studio audience is witnessing a program a second audience can be assembling for the succeeding program.

Smaller cities, Mr. McLean said, will probably have stations similar to WRGB, G-E's present video station in Schenectady, with a main studio 40 by 80 feet, capable of originating many live talent shows on a more modest scale. With a number of artists' sketches, he described post-war video equipment: A self-controlled camera dolly on which the operator sits as he moves his camera into the desired position, a microphone boom which the operator can guide to any spot in the studio, water-cooled mercury-vapor ceiling lights, tilted or turned from the control room—all adapted to keep up with the constant movement of the program's action.

Second step in obtaining mass circulation for television is networking, Mr. McLean continued, stating that in 1939 G-E set up a relay station and radio relay equipment that enabled WRGB to broadcast video programs originating in New York.

Four years of operation of this system, he declared, has proved the feasibility of such network operations. While future television networks may combine coaxial cable and radio relays, he said, "we believe that transmitting programs from point to point by ultra-high frequency radio beams has certain great advantages."

MAKING POSSIBLE radio relaying of television and FM programs for rapid post-war expansion of these new broadcast services, the little tube held by James D. McLean, General Electric commercial engineer, is one of the new disc-seal type developed by G-E and widely adapted to war applications by the electronics industry. The invention of this type of tube has made possible the development of a large new family of ultra-high frequency tubes which now operate in parts of the frequency spectrum impractical to use before the war, according to General Electric.

Relay Stations

Between cities, he said, would be relay stations, spaced within line-of-sight of one another across the country, the distances carrying from perhaps 20 miles on flat ground to 60 miles or more between mountain peaks. Each station comprises "a simple functional lattice tower and on top of the tower a plastic dome encloses the relay equipment. The apparatus itself will be housed in a box mounted within the dome. The antennas are large parabolic reflectors which concentrate the microwave radio energy into very narrow beams. The relay station operates unattended and is serviced at regular intervals by maintenance engineers who may possibly fly from one relay station to another in helicopters. The equipment is reversible by remote control so that pictures and sound may be transmitted in either direction."

He announced that although G-E does not propose to operate television network facilities, the company does plan on installing an experimental two-way video relay network between New York and Schnectady as soon as men and materials are available. System, he said, will involve four relay stations—one in New York, two along the Hudson River Valley and one at the G-E transmitter.

Radically New Tube

Mr. McLean displayed the tube which makes such relaying possible, calling it a "radically new vacuum tube employing the revolutionary disc-seal . . . and exclusive G-E development which was removed this week from the confidential list by the Army and Navy, which opens up new parts of the ultra-high frequency spectrum impractical of use before the war."

In addition to the "master" video stations in major markets and the connecting radio relays, Mr. McLean said that television could be brought to smaller cities through "satellite" stations, programmed by the network and without expensive local studios, which can be built for a fraction of the cost of master stations.

Local Program Service

He described a "satellite" station as "a simple building and lattice tower with two antennas mounted on top. One is parabolic reflector which picks up the picture and sound signals from the nearest television relay point and the other is the broadcast antenna which transmits picture and sound signals to the surrounding area. Within the satellite station is a small transmitter operating at high radio frequencies, with sufficient power to cover a small area around the satellite station—for example—a distance of approximately five miles. The area to be covered would determine the power rating of the transmitter. A receiver and monitor unit complete the equipment required."

If the operator of a satellite station wants to provide some local

(*Continued on page 51*)

Report Shows Radio Is Top Ad Medium For American Home Products in 1943

"DOLLAR-WISE, the largest single advertising medium used by the corporation in 1943 was radio", states the annual report to stockholders of the American Home Products Corp., one of the country's largest advertisers. Four pages of the report are devoted to the corporation's advertising.

Packaged Drugs

Describing the AHP central advisory unit which coordinates the work of subsidiary companies and eliminates duplication, the report continues: "Typical of the economies in this service is the handling of radio programs. The corporation buys all radio time and then apportions it to the member companies. The advantages of this method are manifold. For example, single unit buying has, in many cases, resulted in obtaining better hours of the day for broadcasts. In addition, it is proving to be the most economical way to contract for radio time.

"By far the largest user of radio was the Packaged Drug Division," the report continues. "In 1935 the Anacin Co. promoted its products on the *Easy Aces* program. Results were such that the program has been on the air continuously ever since. It, like all AHP network programs, was aired for the full 12 months last year. There was no summer lay-off."

Report also cites the "veteran Kolynos program," *Mr. Keen, Tracer of Lost Persons*, as having "materially helped the sales upswing in tooth paste," and lists the new Anacin evening program, *Friday on Broadway*, as well as the daytime serials the corporation sponsors for Benefax, Hill's Cold Tablets and other products.

A full page is given to pictures of the stars of the corporation's seven network shows and, perhaps looking to a future means of advertising AHP products, the report also includes a large picture of a blood donation performed in front of the television cameras of WRGB Schenectady, in cooperation with Reichel Laboratories, an AHP subsidiary.

AFM Challenges WLB Power in Disc Case

RCA and Columbia Oppose 4-Firm Contract

COUNSEL for RCA and Columbia Recording Corp. last Friday called upon the National War Labor Board to lift immediately the American Federation of Musicians' ban on the making of recordings by their companies while deciding on the other recommendations contained in the WLB panel report on the dispute, handed down March 11 [BROADCASTING, March 13].

At a hearing before ten members of the board and two members of the panel to receive oral arguments from both parties in the dispute, attorneys for the intervenor companies vigorously opposed the provisions of the "four-company" contract entered into between the AFM and the transcription makers and maintained they should not be required to enter into any such agreement.

Board Power Challenged

Counsel for the AFM, on the other hand, challenged the Board's power to "conscript manpower", reiterating previous contentions that no strike exists. They asked that the Board disallow the petition for intervention of the intervenors (RCA and CRC) on the ground that it prejudices the AFM position in the case.

The hearing, held in the conference room of the Dept. of Labor, was presided over by Chairman William H. Davis. Other members present were Lloyd K. Garrison and Frank Morley, representing the public; George Batt, Reuben H. Horton and John McWilliams, representing industry; Matthew Woll, George Meany, Louis Lopez and John Brophy, representing labor.

Arthur S. Meyer, chairman of the tripartite panel which held hearings on the dispute in New York, and Gilbert S. Fuller, industry member, were present.

Joseph A. Padway, AFM counsel, flanked by James C. Petrillo, AFM president, presented the case for the union, arguing that the unique character of the music industry justified unusual contracts to protect the members against technological developments. Both denied that their refusal to make recordings has interfered in any way with the war effort and offered to make musicians available at any time should the recording companies be asked to make records for the Government.

Robert P. Myers, attorney for RCA and NBC, and Ralph F. Colin, counsel for CRC, argued that approval by the Board of the "employment fund" provisions of the "four-company" agreement would set a bad social precedent and that the alleged unemployment problem of the musicians is a problem to be borne by society and not by the recording and transcription industry. They questioned the existence of unemployment of musicians, declared that the AFM has been able to offer no proof that unemployment exists, and that the Board can decide the case on that issue alone.

Brief testimony was also given by A. Walter Socolow, counsel for the "four-company" group which entered into contracts with the AFM, and Milton Diamond, counsel for Decca.

Present for the transcription companies at the hearing were A. Walter Socolow, representing NBC, Associated Music Publishers Inc., Lang-Worth Feature Programs Inc., Standard Radio, and C. P. MacGregor; Robert P. Myers, RCA; Ralph F. Colin, Columbia Recording Corp.; C. Lloyd Egner, NBC vice-president; Jos. H. McConnell, RCA Victor Division of RCA; James D. Wise, RCA and NBC; Milton Diamond and Jerome H. Adler of Decca Records Inc.

Present for the AFM were James C. Petrillo, president; Leo Cluesmann, secretary; Robert A. Wilson, associate to Mr. Padway; Henry A. Friedman, attorney; Clair E. Meeder, assistant to the president; A. Rex Riccardi, another assistant; Harry J. Steeper, 1st assistant to the president; and Edward Canavan.

History of Dispute

Mr. Padway began his presentation by summarizing the history of the dispute between the AFM and the transcription industry. He emphasized that there was absolute severance of "relationship" by the union and that the case before the Board offers the "spectacle" of the employer coming to the WLB to reestablish that relationship.

He recalled the dispute had its origin in 1928 and 1929 when 18,000 musicians were displaced by the record and transcription industry. AFM saw that mechanized music was taking away the livelihood of musicians and spent 1½ million dollars in advertising to obtain public support of live music. He traced the growth of a vast industry which made use of records and transcriptions, which included juke boxes, radio, Muzac, sound films and other devices.

In 1937, he pointed out, AFM reached an agreement with employers to use live music, indicating the awareness of the record industry to the problem of musicians. But this agreement provided only a small measure of relief and did not settle the problem.

In 1938-39, he declared, Thurmond Arnold of the Dept. of Justice was "encouraged" by the employers to investigate this agreement on the ground of anti-trust violation, and handed down a ruling "which many employers took to, like a duck to water" holding the agreement invalid. The problem of employment of musicians was thus revived, he said.

Validity of Contract

He pointed out that at AFM conventions in 1940, 1941 and 1942 the unemployment problem was given considerable discussion and that the employers were well aware of the difficulties caused by mechanized music. On June 21, 1942, he said, AFM gave notice that it would no longer make records.

Mr. Padway charged that the CRC and RCA were trying to destroy the AFM, that they engaged paid experts to conduct organized propaganda campaigns, obtained investigations in Congress to discredit the union. He said that the NAB was "the Mephisto behind the scenes" in these activities. At this point Chairman Davis interrupted Mr. Padway to inquire "What are you asking us to do?" And Mr. Meany, chairman of the Board intervened, "Why don't you give him a chance to tell us?"

Mr. Padway explained that he wanted the Board to pass upon the validity of the contract negotiated by AFM with six of the seven transcription companies who were original parties to the case, and to decide whether the contract violates the wage stabilization rules.

Mr. Davis inquired whether this matter could not have been disposed of at the time the contract was executed, which was during the panel hearings. Mr. Padway answered that that could not have been done because panel proceedings could not be interrupted.

Mr. Padway said that the Board has placed the AFM in an "unfair position" by not passing upon the validity of the contract, pointing out that in the five months since the contract was drawn millions of pressings have been made by the transcription companies which will last the industry for a long time.

He defended the "employment fund" provision in the contract and cited an opinion by the Internal Revenue Bureau, which was consulted before the contract was executed, giving no objection to the provision.

Referring to the panel report

(*Continued on Page 52*)

GUESTS ARE GREETED by C. P. Hasbrook (second from right), president-manager of WCAX, CBS affiliate in Burlington, Vt., at the official opening of the station's new studio building in mid-March. Guests are (l to r): Stanford Mirkin, manager CBS program research division; William A. Schudt Jr., eastern division manager of CBS station relations department; Mr. Hasbrook; Walter Stiles Jr., director of engineering, sound and transcription of WEEI Boston, who supervised construction.

WCOL COLUMBUS SOLD TO PIXLEYS

SALE OF WCOL Columbus by Kenneth B. Johnson, attorney, to Lloyd A. (Butch) Pixley and his wife, mother and father, for $250,000 was consummated last week subject to FCC approval. Mr. Pixley is general manager of Fort Industry Co., which owns stations in Ohio, West Virginia, and Georgia, but advised the Commission he would sever that connection upon the return of Fort Industry officials now in the armed forces or in Federal service.

The younger Pixley and his wife will acquire 51% of WCOL while his father, Milton A. Pixley, and his mother, will purchase 49%. The Pixleys are proprieters of the Pixley Electric Supply Co., wholesale house in Columbus. They formerly operated one of the pioneer Columbus stations, WBAV, with the elder Pixley as president and the younger as an employe.

The application, filed through the law offices of Dow, Lohnes & Albertson, set forth that Lloyd Pixley would remain with Fort Industry only for the duration, in view of the active naval service of Lt. Comdr. George B. Storer, and absence of J. Harold Ryan, Assistant Director of Censorship and president-elect of the NAB, who is vice-president and part owner of the company.

Mr. Johnston set forth in the application he desired to sell because of the "uncertainty of outlook in radio, due to the imminent extension of FM and television service" plus his desire to devote full time to his law practice. WCOL operates on 1230 kc with 250 w and is on the Blue.

Keep Your Eyes Open!

If you even suspect there's a spot open on W-I-T-H . . . quick check the facts. We're practically sold out 24 hours a day. And for only one reason: W-I-T-H produces and advertisers know it!

On The Air 24 Hours A Day—7 Days A Week

WITH

THE PEOPLE'S VOICE IN BALTIMORE

Tom Tinsley, *President*

Represented Nationally by Headley-Reed

FCC Suspends Effective Date of 'Duopoly'

Compromise Action Erases 'Forced Sale' Aspect

YIELDING to the pleas of affected stations, the FCC last week by unanimous vote suspended indefinitely the effective date of its "duopoly" order, originally set for May 31. The Commission, however, invoked requirements that the two dozen affected owners acquiesce in the principle of eliminating multiple ownership in the same competitive areas by following specified procedures of compliance.

The action, which came following nearly two days of executive session discussion, was a compromise in that a proposal for indefinite postponement, with no strings attached, originally had been offered. The action, however, does eliminate any "forced sale" aspect. Moreover, it takes into account situations wherein dually-owned stations are operated from common transmitter houses or studios, as well as the equipment and manpower freezes.

Overlap Clarified

Protection also is afforded all stations on the mooted question of capital gains taxes, and the Commission announced it would issue appropriate certificates pursuant to the terms of the Revenue Act adopted at the last session of Congress, exempting stations from taxation.

In its all-inclusive action, the Commission also clarified the provisions of the original order (84-A) adopted Nov. 23 in connection with overlapping coverage. In determining whether overlapping of signal strength will be construed as falling within the purview of Section 3.35, the Commission said it would give consideration to location of centers of population, distribution of population, main studios, and other factors.

While the regulation was strongly worded, it nevertheless was construed as one which would take care of all reasonable contingencies and would not result in any forced disposition of properties. All told, it is estimated there are 50-odd stations in approximately two dozen markets directly affected by the regulation. The overlap situations are not so clear-cut, but since hearings will be provided in any cases where doubt exists and a "reasonable time" allowed for compliance, it was expected no onerous conditions would be invoked.

The overlap provision, ambiguous in the order as originally drafted, might have affected a substantial number of situations in the East, Midwest and on the West Coast. The Commission recently exempted WJR Detroit, and WGAR Cleveland, owned by the George A. Richards organization, from overlap, in spite of WJR's substantial coverage in certain Cleveland areas. Similarly, it has granted renewals without relation to overlap in the case of WWVA Wheeling, 50,000-watter and WMMN Fairmont, W. Va., both owned by the Fort Industry Co., and where overlapping exists.

Action vs. Surprise

There are several situations in California, notably involving the McClatchy stations, which might have been affected but which, it is presumed, will be exempted, in view of the Commission's liberal interpretation of the overlap rule. On the other hand, it was pointed out, it is conceivable that ownership of a station in Jersey City and New York City by the same interests would be viewed as falling within the scope of the multiple ownership order.

Although it had been freely predicted that a motion to suspend the effective date of the "duopoly" order would carry, the unanimous vote occasioned some surprise. The Commission first met last Monday (April 3) in special session to consider a motion of Commissioner Craven, seconded by Commissioner Case, to postpone the effective date indefinitely. The preceding week, a similar motion had been made, but Chairman Fly's absence resulted in deferring consideration. At the Tuesday session, Commissioners Jett and Wakefield are understood to have offered compromise proposals. In the ensuing discussion, the revised proposal providing for the indefinite suspension with the requirements for ultimate compliance was agreed upon.

The Commission, it was reported, was agreed that because of existing freezes on equipment and manpower and general wartime conditions, broadcasters should be given an opportunity to comply with the regulation within a "reasonable time" rather than upon a specified deadline. Under the revised order (84-B), licensees affected or believed to be affected by the "duopoly" order may file applications by May 31 notifying the Commission that the regulation has been complied with; submit a petition for extension of license for such time as may be necessary to complete negotiations for an "orderly disposition," or submit a petition for hearing to determine the applicability of the rule.

Four applications pending before the Commission for relief from the May 31 deadline simultaneously were dismissed by the Commission without prejudice. The applicants are given opportunity either to refile the petitions or submit new ones. Petitions were filed by Earle C. Anthony Inc. (KFI KECA Los Angeles); Fisher's Blend Stations Inc. (KOMO KJR Seattle); Oregonian Publishing Co. (KGW KEX Portland); and Louis Wasmer Inc. (KHQ KGA Spokane).

Several stations already have negotiated sales, awaiting FCC approval or in process of being drafted. In these instances, however, the reasons did not always include specific compliance with the "duopoly" order.

Nine stations already placed on temporary licenses until May 31 under the original order 84-A will be granted renewals upon compliance with 84-B, the Commission said. These are WEEU Reading, WILM Wilmington, KIEV Glendale, WBAP Fort Worth, WAIT Chicago, WLW Cincinnati, KFI Los Angeles, KFAB Lincoln, and WBBM Chicago.

The "duopoly" action was the first major policy issue upon which Commissioner Jett has been called to express his views since he took office Feb. 15. He had conducted an intensive study of the order and of stations actually and potentially affected. His findings, particularly with reference to over-lap in distinct communities, are understood to have played an important part in the Commission's decision to judge each case on its individual merits, thereby following the precedent established last January in disposing of the newspaper divorcement proceedings.

MULTIPLE OWNERSHIP ACTION

TEXT of the FCC's public notices April 4 on multiple ownership of standard broadcast stations follow:

In the consideration of individual applications under the provisions of Regulation 3.35 (Multiple Ownership Rule), the Commission will examine the facts in each case. In determining whether or not an overlapping of signal strength results in a standard broadcast station rendering primary service to "a substantial portion of the primary service area of another broadcast station" within the meaning of Section 3.35, the Commission will give consideration to location of centers of population and distribution of population, location of main studios, areas and populations to which services of stations are directed as indicated by commercial business of stations, news broadcasts, sources of programs and talent, coverage claims and listening audience.

* * *

ORDER NO. 84-B

At a meeting of the Commission held on April 4, 1944, the Commission gave consideration to the petitions pending before it for a suspension of Regulation 3.35, or for a postponement of the effective date of that Regulation.

The Commission thereupon adopted the following Order:

I. Except as provided below the effective date of Regulation 3.35 is hereby suspended.

II. On or before May 31, 1944, all licensees to whom Regulation 3.35 is or may be applicable will be required to:

1. File an application which will effect compliance with Regulation 3.35; or

2. Submit a petition for extension of license for such period as may be necessary to complete negotiations for an orderly disposition or otherwise to comply with the terms of the Regulation, provided such petition sets forth:

a. The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the Regulation; and

b A statement of the steps which petitioner proposes to take in order to effect his compliance with the Regulation, and the specific facts establishing due diligence in the effort to effect a compliance with the terms of the Regulation and the licensee's inability to comply therewith; or

3. Submit a petition for a hearing to determine the applicability of Regulation 3.35 to the petitioner, in which case the petition and the license renewal will be set for hearing.

III. The license renewals of all affected licensees, who do not take one of the foregoing steps or who are unsuccessful in obtaining an extension of time under sub-paragraph 2 above, will be designated for hearing.

IV. The Commission will insist upon a speedy determination of any proceeding hereunder and will require an expeditious compliance with its final order thereon within such reasonable time as may be fixed in such final order.

V. Upon compliance with Regulation 3.35 the Commission will issue appropriate certificates pursuant to the provisions of Section 123 of the Revenue Act of 1943.

Adopted this 4th day of April, 1944.

* * *

The Commission announced today that upon the granting of applications for consent to assignment of licenses, or for consent to transfer of control of licensee corporations, filed for the purpose of effecting compliance with the Commission policy established in the multiple ownership rule (Section 3.35), the Commission will issue appropriate certificates pursuant to the provisions of Section 123 of the Revenue

(*Continued on page 54*)

Discs for Rexall's Sale Placed on 350 Stations

ANTICIPATING one of the biggest sales events in its history, United Drug Co., Boston, will promote its semi-annual one-cent sale of Rexall products on 350 stations, a substantial increase over previous campaigns which have included from 200-250 outlets. A quarter-hour transcribed variety series will be broadcast on four days during the first week of May.

Titled *Rexall Review* the show features Charles Ruggles, actor, Dennis Day, Cass Daley, and Harlow Wilcox, announcer and m.c. World Broadcasting, New York, cut the discs. Program will be promoted in newspapers by Rexall dealers. Business is placed by Spot Broadcasting Inc., New York. Street & Finney, New York, handles the account. N. W. Ayer & Son, New York, has just been appointed to handle a special survey for United Drug. Appointment does not concern United Drug's radio activities.

Toothpowder Test

WEB DISTRIBUTNG Co., Newark, is conducting a test campaign on WOR New York for Pyrozide Toothpowder, a 40-year old product, which has heretofore been promoted via space advertising. Pyrozide is distributed nationally. The spot buy is an attempt to stimulate sales which have continued on a fairly steady basis. Agency is Charles W. Hoyt Co., New York.

Good Neighbors?

Yours for the Asking When

You're on the Spot!

One of the numerous canneries which dot the Inland Empire, supplying the nation—and the world—with fruits and vegetables. KHQ is a good neighbor to the Inland Empire. Nearly 600 cities and towns having Spokane as their logical trading center look to KHQ for a completely well-rounded service. KHQ is the *only* single medium *completely* covering the Inland Empire.

○ Primary Coverage Area ○ Secondary Coverage Area ◌ 150-Mile Circle

KHQ—Spokane, Washington

5000 WATTS—590 KILOCYCLES

Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Policy Against Radio Time Chiseling Is Laid Down in Regulation by OWI

TO PROTECT stations against demands for free time for government messages from industries paying for advertising similar messages in other media, the OWI Domestic Radio Bureau last week laid down a new policy in connection with a coming campaign to recruit workers for food processing plants.

In a memorandum to OWI regional station relation offices, John D. Hymes, deputy chief of the Bureau, directed that stations be requested to give free time for the recruiting spots only when the food processor in the locality has no advertising appropriation available for any media.

Commenting on the new policy, Mr. Hymes said: "We want the radio stations to know that we are looking out for their interests as well as fulfilling our obligations to the war effort at all times."

In his memorandum on the food processing recruiting campaign, which was sent to OWI regional chiefs and consultants, Mr. Hymes pointed out that "The OWI Domestic Radio Bureau has no intention of being obstructionists in this effort and wishes to assist the food processors in any way possible on these campaigns, but I think it was about time that such an educational job as this on the status of the radio industry was given.

"Please advise the stations in your region of the new regulations and policies of food processing. I know they will appreciate the OWI action in this matter as this was a sore spot in our relations with them in many instances last year."

The regulations were set forth in instructions accompanying a radio kit sent to War Manpower Commission and War Food Administration regional offices for distribution to radio stations for use in the recruitment campaign. These offices clear requests for radio time with the OWI regional offices.

The regulations provide:

Food processing plants are in most cases profit-making organizations that have advertising budgets at their disposal. Consequently, before calling on radio for recruitment assistance, OWI must be sure that the food processors do not in any way take advantage of the generosity of the radio stations.

If the food processors have advertising budgets for the purpose of recruiting emergency workers, an appropriate amount should be used for radio in proportion to any other media if radio coverage is desired. For example, if a campaign is handled on paid space in a newspaper, the local radio station should not be expected to carry this campaign solely on a free basis. If an advertising appropriation is given to a radio station it can be assumed that the station, in the light of public service and emergency in the war effort, will give the food processor full support and extra coverage over and above its appropriation.

If no advertising funds are available for any media in the recruitment campaign the OWI Regional Chief will do his utmost to secure time on a free basis on local radio stations. It will be advantageous for the food processor to cooperate closely with his local United States Employment Service representative.

NAB District Meeting Praises OWI Activities

AT A ONE-DAY meeting of broadcasters of the 15th NAB district (Northern California, Nevada, and Hawaii) held in San Francisco on March 29 general industry matters were discussed and activities of the regional OWI office and the regional director drew favorable comment. Charles A. Dostal, vice-president of Westinghouse, presented the motion picture, "On the Air". Those attending were: C. L. McCarthy, KQW San Jose; Glen Shaw, KLX Oakland; F. Wellington Morse, KLS Oakland; Jerry Ackers, KSAN San Francisco; Wilt Gunzendorfer, KSRO Santa Rosa; Edward J. Jansen, KSFO San Francisco; George Ross, KWG Stockton; Keith Collins, KMJ Fresno.

Jack Schacht, KFBK Sacramento; Howard Walters, KDON Monterey; David Sandeberg; A. F. Hogan, KYA San Francisco; Ken Randolph, KDON Monterey; S. H. Patterson, KSAN San Francisco; Bob Stoddard, KOH Reno; Ralph Brunton, KQW San Jose; Paul Bartlett, KFRE Fresno; Ed Franklin, KJBS San Francisco; William B. Smullin, KIEM Eureka; Dan J. Donnelly, KFRC San Francisco; Philip G. Lasky, KROW Oakland; William Dumm, Associated Broadcasters; and Arthur Westlund, KRE Berkeley.

Half Interest in WWPG Sold to James Bohannon

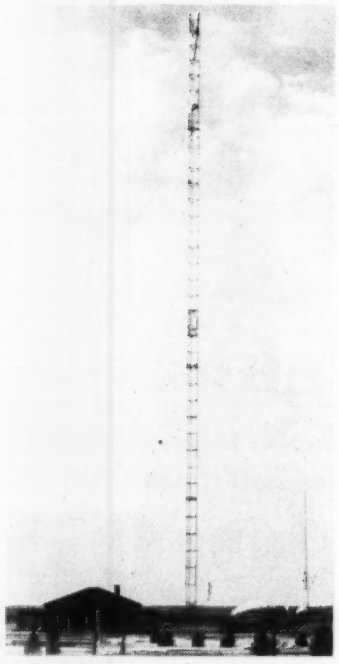
SALE of WWPG Palm Beach, Fla. local, to James A. Bohannon, of Cleveland and Palm Beach, for $30,000 was consummated last week, subject to FCC approval. The station operates on 1340 kc. with 250 w and is on Blue and MBS.

Mr. Bohannon, president of the Brewery Corp. of America and former vice-president and general manager of the Marmon and Peerless Automobile companies, acquired the 50% interest, with his two sons, from Charles E. Davis, founder, president and manager, who retains his half interest and will continue as directing head.

The acquisition was by the Ajax Corp., a family holding company, of which the senior Bohannon holds 75% and the two sons, one an Army officer and the other a Navy officer, hold the balance. The transaction covered $12,500 for the acquisition of half of the station's stock and $17,500 for investments in real estate and tangibles.

Fairchild Resumes

FAIRCHILD CAMERA and Instrument Corp. of New York (formerly known as the Fairchild Aviation Corp.) has announced its resumption of production of sound recording equipment. Its sound recording manufacture was halted with the war when Fairchild went into exclusive production of Army and Navy material. Offices are still maintained at 88-06 Van Wyck Blvd, Jamaica, N. Y. and 475 Tenth Ave, New York.



TOWERING 915 FEET, this new Truscon vertical radiator antenna goes into operation in the early fall for WKY Oklahoma City. Construction began Dec. 7, 1943, and the last piece of steel was hoisted into place March 27. One of the two tallest antennas in the country (WNAX Yankton, S. D., also is 915 high), the WKY antenna weighs 193 tons and rests on a concrete block 4½ x 6½ feet, sunk 18 feet into the ground. John F. Beasley Constr. Co., Muskogee, Okla., erected the tower. Transmitter building, one of most modern in the country, contains emergency studio with input equipment and transcription tables, as well as a 75 kw gasoline-driven generator for standby operation should normal power go off. Overall construction, tower, grounds, the building and installation of equipment cost approximately a quarter of a million dollars. The antenna is insulated to the halfway mark and is especially designed to carry a 90-foot FM antenna on top of the present AM tower. Smaller directional antenna, one of a pair to be used when WKY moves its transmitter plant to the new site, is 258 feet tall.

WLW-BBC Tieup

EASTER SUNDAY marked the first anniversary of the establishment of the BBC-WLW wartime broadcasts. At 3 p.m. three American soldiers stationed in England joined top executives of the BBC and the Cincinnati station in a broadcast during which the soldiers conveyed Easter greetings to their families and listeners back home. In addition, an Easter sermon by a pastor in London was presented on WLW at 8:45 a.m. During the past year more than 150 broadcasts from Britain have been presented over WLW.

American soldiers overseas from that area have been presented, and broadcasts comparing British and American wartime living and on-the-spot war analyses have made on the programs.

Political Ads Held Not Tax Deductible

Revenue Decision Disclosed In a Letter by Rep. Knutson

DISCLOSURE that the Bureau of Internal Revenue has ruled that political advertisements by corporations will not be allowed as a business expense was made last week by Rep. Harold Knutson (R-Minn.), ranking minority member of the House Appropriations Committee.

Mr. Knutson announced he has written Chairman Sumners (D-Tex.), of the House Judiciary Committee, asking that the whole matter be taken up with the Dept. of Justice to ascertain whether violation of the Corrupt Practices Act, or Hatch Act, or both, would be involved in connection with corporations carrying on "political activities through the use of advertising expenditures." He cited one specific case, but did not divulge the name of the advertiser.

He informed Mr. Sumners that the Internal Revenue Bureau had advised the Joint Committee on Internal Revenue Taxation that its district office had been instructed to disallow the cost of the advertising in question "if claimed as a business expense on the tax return of the corporation involved."

The advertising, Mr. Knutson said, had to do with legislation then pending before Congress. Although the identity of the advertiser was not divulged, files of Washington newspapers indicated that several companies have carried advertising that might be viewed as "political." Among them are International Latex Corp., which has run institutional copy, consisting largely of reprints of the writings of well-known columnists, and McGraw-Hill Publications, which ran an ad on tax legislation before Congress titled "Our Present Tax System Will Kill Post-War Jobs."

Mr. Knutson wrote Chairman Sumners that "If this practice is legal . . ., there is nothing to prevent corporations of great resources from spending millions of dollars with radio networks, newspapers and magazines in the same manner. This cannot be permitted and I am sure members of your committee and all other members of Congress are in agreement as to this."

Lockheed Cancels

LOCKHEED AIRCRAFT Corp., Burbank, Cal., following broadcast of April 30 will cancel its weekly half-hour *America—Ceiling Unlimited* on 61 CBS stations, Sunday, 2-2:30 p.m. Soon as more favorable time can be obtained program will be resumed on CBS or shift to another network. Variety show features Joseph Cotten as m.c., with Connie Moore, vocalist, and Wilbur Hatch, musical director. Patrick McGeehan is announcer. Agency is Foote, Cone & Belding.

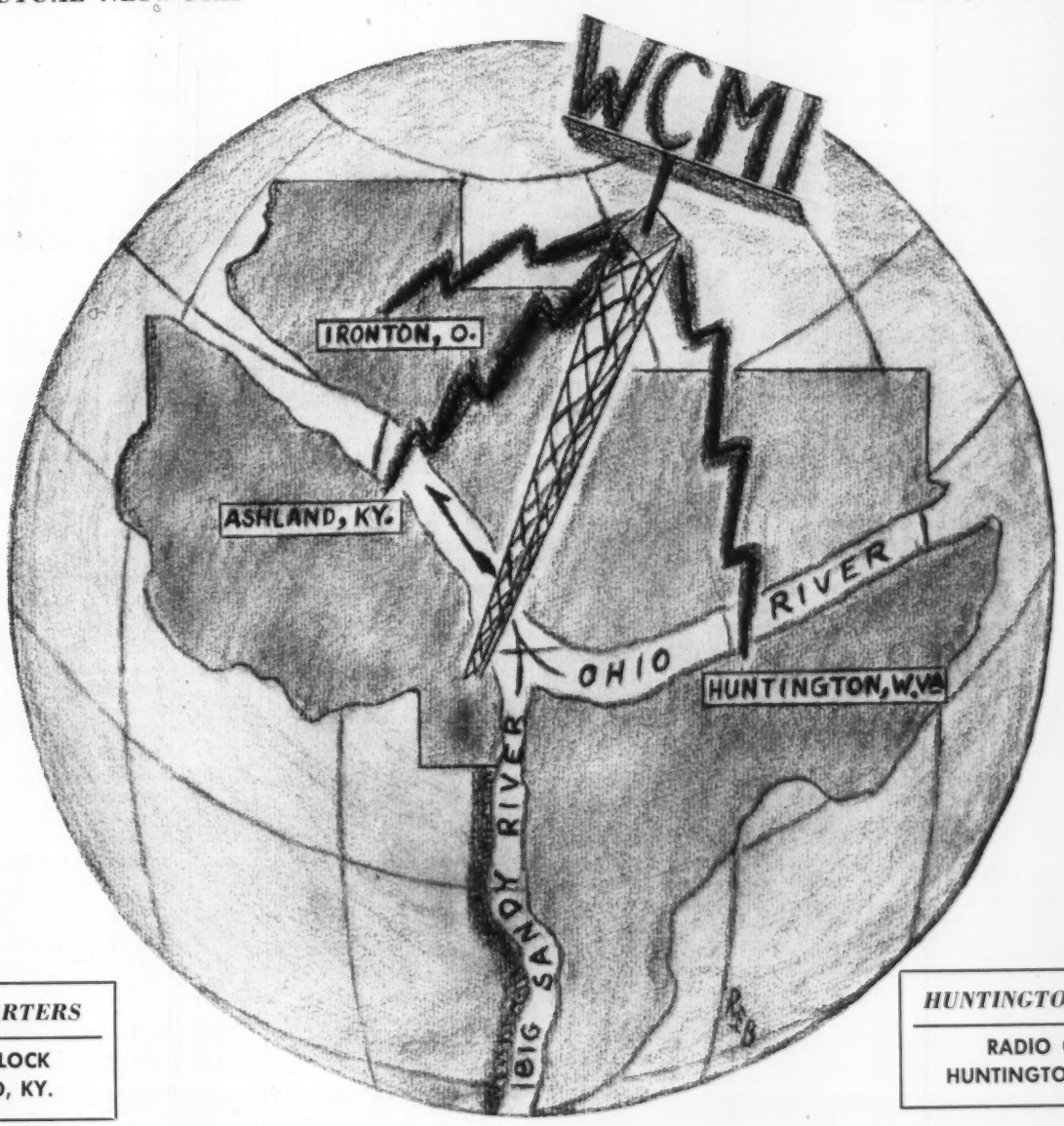
*"Omnes Gallia est divisa in tres partes."**

likewise our

METROPOLITAN MARKET!

MUTUAL NETWORK

* *"All Gaul is divided in three parts"*—CAESAR



HEADQUARTERS

RADIO BLOCK
ASHLAND, KY.

HUNTINGTON STUDIOS

RADIO CENTER
HUNTINGTON, W. VA.

THE TRI-STATE AREA

"The Tri-State Area is a Railhead, River Traffic Center, and Hub of Activity for many important factories, plants, and industries. International Nickel, Armco, W. Va. Rail, Standard Ultramarine, C&O Shops & yards, Huntington Precision Products, Zenith Optical Company, American Car & Foundry, Owens-Illinois, and countless smaller plants. Now starting Construction for new Sylvania Factory. The Tri-State is growing.

Over $60,000,000 payroll ! ! !

YET IT IS UNITED BY THE VOICE OF THE RICH TRI-STATE AREA

WCMI

"WHERE COAL MEETS IRON"

L. D. NEWMAN, *Mgr.*

POPULATION

Metropolitan	131,650
Rural	94,018
Total	225,658

Based on 1940 census
(tendency to increase)

HERE'S A SUCCESS STORY:

"Gallaher Drug Stores, in Ashland, Huntington and Ironton have just signed for sponsorship of Cedric Foster for the third consecutive year."

WCMI can sell for you, too. Try it and prove it. Requests for rates and availabilities will be promptly analyzed and answered.

"THE VOICE OF THE TRI-STATE"

WLAP
LEXINGTON, KY.
MUTUAL

KFDA
AMARILLO, TEXAS
BLUE—MUTUAL

WBIR
KNOXVILLE, TENN.
BLUE—MUTUAL

ALL FOUR STATIONS OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN.

'Town Hall' Debates Speech Control

Wheeler Charges Nets Would Control 'Free Speech' on Air

WINCHELL - DIES controversy was implicitly though never specifically mentioned in the prepared portion of last Thursday's *Town Meeting of the Air* on the Blue, as two Government officials and two network representatives discussed "freedom of speech on the air". Main disagreement concerned the proper source of control or check of broadcasting material.

Senator Burton K. Wheeler (D-Mont.), co-author of the Wheeler-White Bill, declared that radio must be controlled by "the law of fairness and equality of treatment of all—with special privileges for none." "The listening public will regulate radio in an American way . . . by the simple mechanical movement of turning off the dial" when displeased, according to Senator Chan Gurney (D-S. D.), a member of the Interstate Commerce Committee.

Radio Takes Initiative

Gilbert Seldes, CBS director of television, using his network's news policy as an example, showed how radio itself can take the initiative in assuring the public impartial unbiased news. NBC's commentator, H. V. Kaltenborn warned listeners against crippling by dogmatic law "the well-tried system of self-control which has made our free radio the fearless champion of liberty. . . ."

Referring to the recent hearings before the Senate Interstate Commerce Committee, of which he is chairman, Sen. Wheeler charged that the broadcasting companies wanted not free speech, but controlled speech, controlled by them and them alone. They would become dictators of opinion—of what is good and what is bad for the American people to hear," he stated. Control by law and not government ownership is the answer, he said, since the latter would lead to favoring the administration in power.

FCC review of the administration of wavelengths and frequencies is in no way an abridgement of freedom of speech, he continued, but a protection against abuse of that freedom by the broadcaster, who is fully protected through his power to appeal to the courts.

"Freedom is the reasonable negation of license," he declared, stating that when one side of a public controversy is aired, it's up to Congress to see that all sides are aired equally over identical facilities. In his opinion, ". . . radio commentators who use discussion of news to conduct personal agitation should be denied the air as news commentators."

In conclusion he affirmed his continued opposition as a member of the Senate to permitting stations to air one side of a question and deny time to the other side; to broadcast direct or indirect personal attacks without giving the victim a chance to reply. This practice, he said would be "the most un-American thing that could possibly happen. If you permit it then you could very easily draw this country into a Fascist dictatorship. . . ."

Fairness Urged

Sen. Gurney declared there is not enough time on the air for each individual to express his own idea and he called upon the country to be practical. "Instead of talking about freedom of speech," he said, "let's talk about fairness, first by the actual operators of radio stations, fairness of the listening public and fairness of the business world that uses radio as a medium of advertising.

"It is my sincere judgment that radio, with very few exceptions, has handled programs in a mighty fair, clean way." He pointed out that in the final analysis the audience that determines whether radio is fair and if the listening public doesn't like a program, the people will "regulate radio in the American way" by "turning off the dial."

Sen Guerney pointed out that radio differs from newspapers in that voice inflection plays an important role. He warned against the nation becoming alarmed "because we see some rabble-rouser gain temporary influence by the use of this new medium of communication". He explained that broadcasters themselves first enunciated the principle that "controversial public issues must be handled fairly" because they recognized their responsibility to the public.

Sen. Gurney contended that the American listeners want news as a means of information and should be permitted to draw their own conclusions. "By far the greatest number of stations and networks are now presenting the news with fairness and accuracy," he asserted, "determined that the news shall not be selected for the purpose of establishing an editorial position."

Sen. Gurney warned against legislation that would restrict freedom of speech or, as he put it, "fairness of speech", whether by law or "managerial edict". Problems which arise daily can be solved, he contended, by broadcasters and the listening public through voluntary action.

"We must place squarely on the whole industry—the broadcast owners, the radio advertisers, the commentators—the full responsibility for its own conduct, and I say what we must give broadcasting is freedom from fear, for I hate to see regulations issued or laws enacted, aimed at a very small minority," said Sen. Gurney. "A little regulation of this sort is a dangerous thing, because it only invites further regulation in the future, leading to complete control and the elimination of freedom of speech in radio.

Ad Lib Replies

"We must be very careful in our decisions affecting this highly important industry, because a wrong decision now may mean that we will not long have American radio as we know it, which is, after all, the only fair and free radio now in existence in the world."

Ad lib discussion and question answering period following the prepared talks produced several heated exchanges between the proponents of differing viewpoints, but at the end of the broadcast each speaker was vehemently maintaining his original position without converting any of his opponents.

Particularly at logger heads were Sen. Wheeler, who repeatedly declared that "when a commentator goes on the air and tells lies about a man, there ought to be a law to give that man a chance to answer," and Mr. Kaltenborn, who said that the kind of law Sen. Wheeler has in mind would unduly restrict the vast majority of responsible broadcasters in order to stop the few who have overstepped themselves.

Sen. Gurney maintained that the broadcasting industry has done a good job of policing itself and that no new restrictive legislation is needed. Mr. Seldes, in answer to questions about CBS policies of not selling time to labor and consumer cooperative groups, defended that network's rule against selling time for the propagation of ideas, maintaining this provides equal opportunity to all parties and prevents the side with the most money from smothering its opposition.

ADVERTISING OFFICIALS congratulate Nancy Osgood on her new assignment as director of the Home Forum on WRC Washington. Felicitations come from (l to r): Mahlon Glascock, WRC sales manager; Louis Krakow, president of the District Grocery Stores of Washington and head of the city's Advertising Club; Betty Darling Gwyer, president of the Women's Advertising Club; John Heiney, of J. Walter Thompson Co.

WINCHELL TO SUE HOFFMAN, HE SAYS

THREATENING a $250,000 libel suit against Rep. Clare Hoffman (R-Mich.), Walter Winchell last week charged the Michigan Congressman wrote the editor of the *Marcellus* (Mich.) *News* that the House had the Blue commentator "stripped of his duties and stripped of his pay" as a Naval reserve officer. Rep. Hoffman, whose vitriolic speeches against Mr. Winchell have punctuated House debates the last few weeks, denied writing such a letter, but said no doubt the newspaper printed a statement appearing in the *Congressional Record*.

Meantime Announcer Ben Grauer, speaking for the Andrew Jergens Co., on April 2 in announcing Mr. Winchell's *Jergens Journal*, said the commentator would offer rebuttal to remarks of Rep. Martin Dies (D-Tex.), chairman of the House Committee on Un-American Activities, made following the *Journal* broadcast March 26. "After that, the subject is closed, so far as this program is concerned," said Mr. Grauer.

Mr. Winchell gave a 12-point reply to the Texan's broadcast and concluded his weekly stint by reading excerpts from a letter which Mr. Dies wrote in 1940, complimenting the commentator, then added: "Oh Martin, how fickle you are!"

Camel Ad Policy

CURRENT ADVERTISING of Camel cigarettes contains only the phrase, "easy on the throat", among those cited by the Federal Trade Commission, A. G. Clarke, of William Esty & Co., New York, agency handling the cigarette account, told BROADCASTING last Thursday at a hearing on alleged misleading advertising by R. J. Reynolds & Co. The hearing will be resumed May 2. "In spite of charges," Mr. Clarke said, "the Reynolds Tobacco Co. does not intend to modify in any manner their present broadcast advertising." Camel cigarette promotion includes five network programs on NBC and CBS.

Fairbanks Resigns

WILLIAM F. FAIRBANKS, who resigned last week as chief of the allocations division, OWI Domestic Radio Bureau [BROADCASTING, April 3] joins the time buying staff of Compton Adv., New York, on April 10. Before going to OWI in September 1942, Mr. Fairbanks had for nine years been a member of NBC's sales promotion staff.

THE climate of certain areas of Colorado is especially adapted to the raising of vegetables and fruits suitable for canning purposes. The state, therefore, ranks high in the canning of green and wax beans, beets, tomatoes, cherries, ketchup, and kraut.

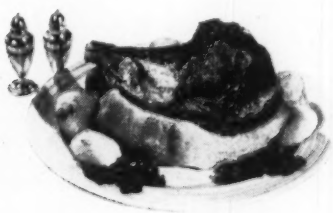
One Colorado firm alone was recently awarded a contract by the army for 3,000,000 pounds of apricot jam, probably the largest single jam order ever given. The contract, involving $500,000.00, will use Colorado grown apricots and 1,000,000 pounds of Colorado beet sugar.

Colorado's canning industry, as well as its mining, manufacturing, agriculture, and livestock raising activities, were well established, substantial industries long before the war. Geared into the war production machine, they are employing more people, producing more products, and making the Denver region the best marketing area in its history.

KLZ
Delivers the
DENVER MARKET

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by
THE KATZ AGENCY



Denver Delivers MEAT

Denver is the fifth largest livestock market in the nation. More sheep are handled here annually than in any other city. In pre-war days, meat-packing was Denver's largest industry. Last year was the biggest year in Denver stockyards history.

Denver Delivers STEEL, MACHINES, and MINERALS

Denver's iron and steel companies have built fighting ships for the navy, landing barges for the army, tank-recovery trailers. Heavy duty high-speed machine tools, precision instruments, leather goods, uniforms and work clothing are just a few of Denver's wartime products.

Molybdenum, vanadium, tungsten and coal are just a few of the war-essential minerals pouring from Colorado's mines.

Denver Delivers SALES

The inevitable result of production on every front in Colorado is continued brisk activity in the retail establishments of the area which satisfy the multitude of human needs. Retail business in Colorado in January was 11% better than a year ago compared to the national January increase of 8%.

30 More Headliners Join

KENNY BAKER

JOHNNY LONG
& His Orchestra

GLEN GRAY
& The Casa Loma Orch.

DOROTHY KIRSTEN

JIMMY DORSEY
& His Orchestra

MITCH AYRES
& His Orchestra

THE ANDREWS SISTERS

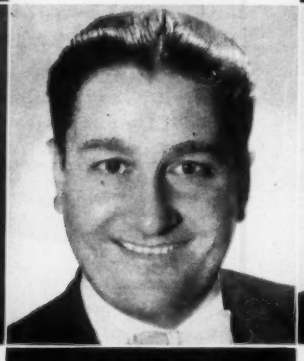
DAVID ROSE'S
Orchestra

CHARLIE SPIVAK
& His Orchestra

LARRY ADLER
With John Kirby Orch

HARRY HORLICK
& His Orchestra

JOSEF MARAIS
& His Boys



LAWRENCE WELK
& His Orchestra

RALPH GINSBURGH
& His Orchestra

LIONEL HAMPTON
& His Orchestra

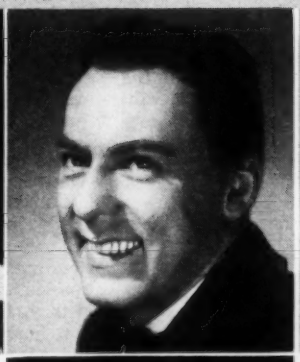
AVAILABLE IN THE

WORLD PROGRAM SERVICE

ON WIDE RANGE VERTICAL CUT RECORDINGS

WBS World's Brightest Stars

THE COLLING BAND
Joe Colling, Director



WOODY HERMAN
& His Orchestra

DICK KUHN
& His Orchestra

DOROTHY LAMOUR

MACHITO
& His Afro-Cubans

DUKE ELLINGTON
His Famous Orchestra

SONG SPINNERS
Margaret Johnson, Director

DICK HAYMES

CHARLIE BARNET
& His Orchestra

PHIL HANNA

CARMEN CAVALLARO
Piano Solos with Rhythm Acc.

JERRY WALD
& His Orchestra

HARRY SOSNIK
& His Orchestra

RICHARD HUEY
& The Sundown Singers

JOHNNY MESSNER
& His Orchestra

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

WHAT ARE YOU DOING TUESDAY, BABE?
LISTENING TO BURNS AND ALLEN AT 9:00 P.M. OVER WGAN OF COURSE!
UNHAPPY BECAUSE MY MOTHER CANCELLED HER VISIT?
YES-AND BESIDES I MISSED THE KATE SMITH HOUR AT
WHAT TIME IS IT?
TEN MINUTES BEFORE MA PERKINS OVER WGAN AT 1.15 P.M. GOODBYE!
WHAT'S THE HURRY, BUD?
"TAKE IT OR LEAVE IT" GOES ON THE AIR OVER WGAN AT 10 P.M.
AND BE SURE TO HEAR THESE OTHER ALL-STAR CBS SHOWS EVERY SUNDAY OVER WGAN....
... Stay tuned to WGAN DAY and NIGHT 560 ON YOUR DIAL
WHEN DO WE EAT?
RIGHT AFTER "THE WORLD TODAY" AT 6.45 P.M. OVER WGAN
AND TUNE IN ON THESE OTHER TIMELY NEWS BROADCASTS OVER WGAN MONDAY THROUGH FRIDAY
News of the World—8:00 a.m.
Review of the News—10:45 a.m.
Your News Reporter—12 noon
Bill Henry—News—6:55 p.m.
... Stay tuned to WGAN DAY and NIGHT 560 ON YOUR DIAL
"MAINE'S VOICE of FRIENDLY SERVICE"

A *CHUCKLE-A-WEEK*
NEWSPAPER CAMPAIGN

⇨ to publicize sponsors' programs!

⇨ to attract even more listeners to

WGAN

"Maine's Voice of Friendly Service"

At least a half million newspaper readers in promotion-minded WGAN's listening area (14 of Maine's 16 counties and 1 county in New Hampshire) get a new laugh each and every week from this series of eye-catchers; are reminded of five more good reasons for staying tuned to WGAN.

This aggressive advertising campaign is typical of wide-awake WGAN and its "friendly service" to listeners *and* advertisers!

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

Higher Frequencies a Barrier To Video, Goldsmith Asserts

Television to Be of Pre-War Type, He Predicts; Color Stereoptican Home Service Foreseen

TELEVISION standards in the early post-war period will probably be much like the pre-war standards, but with channels provided for experimentation that may eventually produce stereoscopic full-color television pictures in the home, Dr. Alfred N. Goldsmith, consulting radio engineer and vice-chairman of the Radio Technical Planning Board, told the Radio Executives Club of New York last Thursday.

In an address based largely on answers to questions submitted in advance by the club's members, Dr. Goldsmith pointed out that the frequencies which the FCC has assigned to television lie in the general range between 50 and 200 mc. "It has been suggested," he said, "that television might go to higher frequencies. But grave problems would then at once face this young and promising field of television broadcasting, and these problems might well take years to solve."

Equipment Revised

"For example, transmitting tubes giving high power output in the new range of frequencies are not available and will require considerable time for their development. The circuits, antennas and operating methods will similarly need thought and time. Furthermore, these very high frequency waves bounce around among city buildings and produce what are termed multipath echoes. The effect on the sound portion of the program is to blur or distort it somewhat.

"The effect of such echoes on the picture part of the program is to show not only one picture but a number of side-by-side pictures—an obviously disagreeable or inacceptable effect. The added 'ghost' pictures may be fixed or movable, single or multiple, sharp or blurred, and so on. In any case, before using higher frequencies we prefer to wait until we know how to exercise these unwelcome television ghosts.

"But that will require considerable time for research work by the engineers and such research work cannot start on any considerable scale until after victory. Accordingly, if we go to these high frequencies for television, we may face locked factory doors and inactivity at the television broadcast-stations. This is utterly inacceptable, since America must offer the returning service men wide opportunities for employment such as can come by the rapid commercialization of new and existing fields.

"It is therefore probable that television standards in the early post-war period will closely resemble the pre-war standards. There will, however, likely be additional bands or channels for 'blue-sky' experimentation devoted to the improvement of the art and resulting gradual changes in commercial practice within the next decade."

Advances Made

Stating that any major relaxation of governmental restrictions is unlikely until after the invasion of Europe is well advanced, with full-swing operation in the television manufacturing field not apt to come until six or 12 months after victory, Dr. Goldsmith pointed out that improved circuits and camera and picture tubes are being developed for war purposes and that many engineers and service men are getting training that will be of value to them in commercial television. All this, he said, should result in cost reductions in television equipment after the war.

Regarding network television, Dr. Goldsmith outlined the recently announced plans of AT&T for a national network of coaxial cable and radio relays that will be available for television program transmission and cited the present New York - Philadelphia - Schenectady hook-up as a "small-scale foreshadowing of great nation-wide television networks of the future."

Two types of equipment for projecting television pictures on wide-angle theatre-size screens have already been demonstrated, he said, with other types under study or development. He added that televised programs, particularly headline sports events, had been well received by theatre audiences.

Color Later

Asked about electronic color television, he replied that it was under development before the war and will "doubtless be effectively accomplished in the years following the war," although the problems still to be solved are "numerous and substantial." Citing the success of the movies with black-and-white pictures, Dr. Goldsmith said it seems probable that television will start on a similar available and economic basis, without either adopting mechanical color television or holding up all operations for the ultimate perfection of electronic color.

There is no real basis from the public viewpoint for any conflict between FM and television, Dr. Goldsmith declared. FM adds improved quality to the same radio programs which we have enjoyed for years, he said, but television is a new development, bringing sight to the present "blind" audience.

One of a series showing AMPEREX tubes in the making

Why AMPEREX

WATER AND AIR COOLED

TRANSMITTING AND RECTIFYING TUBES

Photograph of sealing operation on vertical rotating fires of exclusive Amperex design.

ARMY E NAVY

A significant ***"Amperextra"*** in the manufacture of our tubes is the specially-created life testing procedure. In this phase of operation, samples of production are regularly being tested to provide a precise check on tube quality and tube endurance. Examinations must prove that each tube is built with more than normal life expectancy, otherwise we will reject it. Thus, you are assured a bonus of many hours of additional service . . . in all applications . . . broadcasting, industrial, electro-medical and military.

Good to the last drop on the battlefield . . . . . donate a pint of blood to the Red Cross

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET BROOKLYN 1, N. Y.

Where to make Sales at a Profit

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today's new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because WSIX has the listeners . . . and the listeners have the money to spend for the things they want.

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 K C

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

OWI PACKET, WEEK MAY 1

Check the list below to find the war message announcements you will broadcast during the week beginning May 1. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War Bonds	X	X	X	X	X	--	--
Fight Waste	X	--	--	--	--	--	--
Women War Workers	X	--	--	--	--	--	--
Car Sharing (Gas & Rubber)	--	--	X	--	X	--	--
V-Mail	--	X	X	X	X	--	--
Hold Prices Down	--	--	--	--	--	X	--
Victory Gardens	--	--	--	--	--	--	X

See OWI Schedule of War Messages 106 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Car Sharing, V-Mail, Women Recruiting Campaigns Listed on OWI Radio Packet

WAR INFORMATION campaigns to promote Car Sharing and use of V-Mail forms and to recruit Women War Workers are given renewed emphasis on the OWI Domestic Radio Bureau packet for the week beginning May 1. War Bond and Fight Waste messages are continued from the previous week.

Underlining importance of conserving gasoline and rubber, transcribed station announcements on Car Sharing will urge greater compliance with group riding regulations. Tremendous savings in fuel and rubber, vitally needed for military operations, are stressed in the appeals. It is pointed out that despite the spectacular progress in synthetic production we still face a critical shortage of tires for civilians and that strict conservation is essential.

The increasing number of troops now overseas necessitates public reminders that space requirements for ordinary mail is taxing needed cargo facilities and that V-Mail should be used wherever possible. The theme that "no V-Mail letter has ever been lost" is accented in the appeals.

Network messages on Women War Workers are designed to persuade millions of non-working women to take jobs in war production plants, essential civilian services, or in the women's branches of the armed services. Appeals will stress personal advantages as well as patriotic contribution to the war.

Sponsorship possibilities for Car Sharing spots include service stations, tire recapping shops, supermarkets and other enterprises promoting group shopping. Prospects for V-Mail announcements are stationery, drug and department stores.

Messages on the Hold Prices Down and Victory Garden campaigns, scheduled on the National Spot Allocation plan, complete the packet for the week.

WLW Staff to Cover Political Conventions

HEADED by William Dowdell, news editor, WLW Cincinnati plans to send a corps of newswriters and commentators to the Republican and Democratic Conventions in Chicago in June and July, James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, announced last week. Among commentators who will provide direct newscasts from the Conventions will be Arthur Reilly, George Gow and Gregor Ziemer.

Howard Chamberlain, program director, will be moderator on *The World Front*, weekly WLW forum heard on NBC, June 25 and July 1. James Cassidy, station's special events director, is handling technical arrangements, while William Barlow, publicity director, will supervise press relations activities. WLW, which covered both National conventions in 1940, is one of 31 stations which have made application to cover the 1944 conventions [BROADCASTING, March 6].

Greyhound on Coast

PACIFIC Greyhound Bus Lines, San Francisco, on April 21 will sponsor a weekly five-minute program, *Short Stories* with Howard Culber, on 7 CBS Pacific stations (KQW KARM KROY KGDM KIRO KFPY KNX), Friday, 9:55-10 p.m. (PWT), with transcribed repeat on KOIN, 10:20-10:25 p.m. (PWT). Contract is for 52 weeks. Firm also sponsors the weekly quarter-hour *Romance of the Highways* on 36 Don Lee Pacific stations having started its ninth year on Feb. 21. Agency is Beaumont & Hohman Adv., San Francisco.

Reiner Returns

MANNY REINER of the Office of War Information's overseas branch has arrived in New York from Reykjavik, Iceland, where he was stationed for 14 months as director of Radio Reykjavik. He is now awaiting further assignment. Mr. Reiner was formerly advertising and publicity head for Paramount Picture's short subjects department in New York.

YOU MAY BE ABLE TO "GO" 75 ROUNDS*

BUT—YOU CAN'T K.O. WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specfically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 7 to 10 P.M., Sunday through Saturday:

7:00 P.M. to 8:00 P.M.

WKZO	53.7%
7 OTHERS	44.9%
MISC.	1.4%

8:00 P.M. to 9:00 P.M.

WKZO	54.4%
7 OTHERS	44.3%
MISC.	1.3%

9:00 P.M. to 10:00 P.M.

WKZO	49.9%
7 OTHERS	48.4%
MISC.	1.7%

Maybe you don't really *need* to reach Western Michigan—and certainly the coverage you do get from any good Chicago or Detroit station is amply worth the costs. But please don't kid yourself that you can cover the Western Michigan market with *any* outside station.

If you seriously want to reach the big Western Michigan area, we'd like to send you the true, completely debunked facts about the situation. Incidentally, we believe you'll also be interested in the WKZO telephone-call service, and its proof of our very high coverage in Grand Rapids.

* John L. Sullivan "went" 75 rounds (bare knuckles!) with Jake Kilrane on July 8, 1889.

WKZO

covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Reserve your place NOW in the coming great new industry

...TELEVISION

USE THE G-E EQUIPMENT RESERVATION PLAN TO ESTABLISH YOUR POST-WAR PRIORITY

TELEVISION has become a fast-moving practical reality. In five major areas — Schenectady-Albany-Troy, New York City, Philadelphia, Chicago and Los Angeles — live talent and film programs are being telecast regularly by established television stations that have been in operation for a number of years.

Advertisers and agencies are now working with many types of programs, and testing commercial techniques and advertising methods that add "visual demonstration" to the present "audio salesmanship" of conventional broadcasting. These experiments are making television history! A successful television relay system already links Schenectady and New York; New York and Philadelphia — forecasting a practical *nation-wide* system of commercial television service.

At Schenectady, in the world's most powerful and best equipped television station, WRGB, General Electric has built the *complete* television system — from transmitter to receiver — antenna to television relay — right down to the air-conditioning and studio equipment . . . ready for your inspection, demonstration and study.

THE G-E TELEVISION EQUIPMENT RESERVATION PLAN

and the brochure, "Television Broadcasting Post-war"

We have mailed these two G-E publications to our list of prospective television broadcasters. The Equipment Reservation Plan will enable you to establish a post-war priority on television equipment. It will enable us to plan definitely for large-scale post-war production — thereby giving you the fastest possible post-war delivery.

If you are interested in entering television broadcasting and have not received these G-E publications, we shall be glad to send them to you. Address *Electronics Department, General Electric, Schenectady, New York.*

General Electric can supply the COMPLETE television broadcast system

• One of over 500 programs that have been telecast over WRGB. Four times a week such programs are seen by people in the Schenectady-Albany-Troy area.

COME TO SCHENECTADY... AND SEE THE WORLD'S MOST POWERFUL AND BEST-EQUIPPED TELEVISION STATION

WRGB, General Electric's workshop television station in Schenectady, exists solely as a proving-ground for equipment and programs. Here, G.E. has gained vast experience in the perfection of the *complete* television system. Here, G.E. has established the technical standards for each specific equipment by *actual performance*. Here, G.E. has gathered a huge backlog of programming knowledge from over 500 shows telecast over WRGB.

All of this research, equipment, and "know how," covering over twenty years of television experience, is at the service of prospective television broadcasters.

We do not pretend to be able to solve all the problems of programming. That is a job which the entertainment business and the news business can do — and we are confident they will do it.

We do not pretend to know all about how to make television an effective, economical advertising medium. That is a job which advertisers and advertising agencies can do — and we are confident they will do it.

We do not pretend to know all the answers involved in the business of operating television stations, tying them together as networks, and making them pay. That is a job for those whose business is broadcasting — and we are sure that they can and will do that job.

The success of television will require the closest kind of teamwork between show business, the news business, the advertising business, the business of manufacturing television broadcast equipment and receivers, and the business of retail sales and service of receivers.

General Electric believes that the strongest contribution we can make to this teamwork is television research and engineering, and the manufacture of high-quality television transmitters and receivers to sell at the lowest possible prices.

G.E. also contributes the facilities of station WRGB as a proving-ground to *all* of these separate industries. We are now working with some of the most progressive elements in these businesses. The continuing co-operation of each one in this common effort will advance greatly the coming of national television, and enable it to grow rapidly into the great new industry that will give employment to hundreds of thousands and provide a new world of entertainment to millions.

Electronics Department, General Electric, Schenectady, New York

---

• *Tune in General Electric's* **"The World Today"** *and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E* **"All Girl Orchestra"** *at 10 E.W.T. over NBC.*

STATION AND STUDIO EQUIPMENT · TRANSMITTERS · ANTENNAS · ELECTRONIC TUBES · RECEIVERS

GENERAL ELECTRIC FM · TELEVISION · AM

See G.E. for all three!

Cooper Named to Assist Communications Study

LT. EDWARD COOPER, attached to the office of the Director of Naval Communications, on April 1 was ordered to temporary inactive duty at the request of the Senate Interstate Commerce Committee to assist it in its investigation of the proposed international communications merger. Mr. Cooper, before having been called to active duty in the Navy on Oct. 1, 1942, was identified with the committee as chief of its staff handling the domestic telegraph merger, which resulted in the consolidation of Western Union and Postal.

Mr. Cooper

The assignment is for an indefinite period. The Senate recently passed a resolution providing for an investigation looking toward an international merger of common carriers in external communications and has appropriated an initial $5,000 to undertake the study.

Old Ben Coal Sponsors

OLD BEN COAL Corp., Chicago (Green-Marked coal), has started sponsorship of five-weekly quarter-hour programs in a midwestern market. A series of news broadcasts, beginning March 13, are being broadcast on KFEQ KLCN WNAX. Starting April 3, *Dr. Preston Bradley* will be sponsored by Old Ben Coal on the following stations: WLS WHO KOIL KFAB KYSM KATE KROC. Contracts are for 26 weeks. Agency is J. R. Hamilton Adv. Agency, Chicago. Mr. A. L. Gale is account executive.

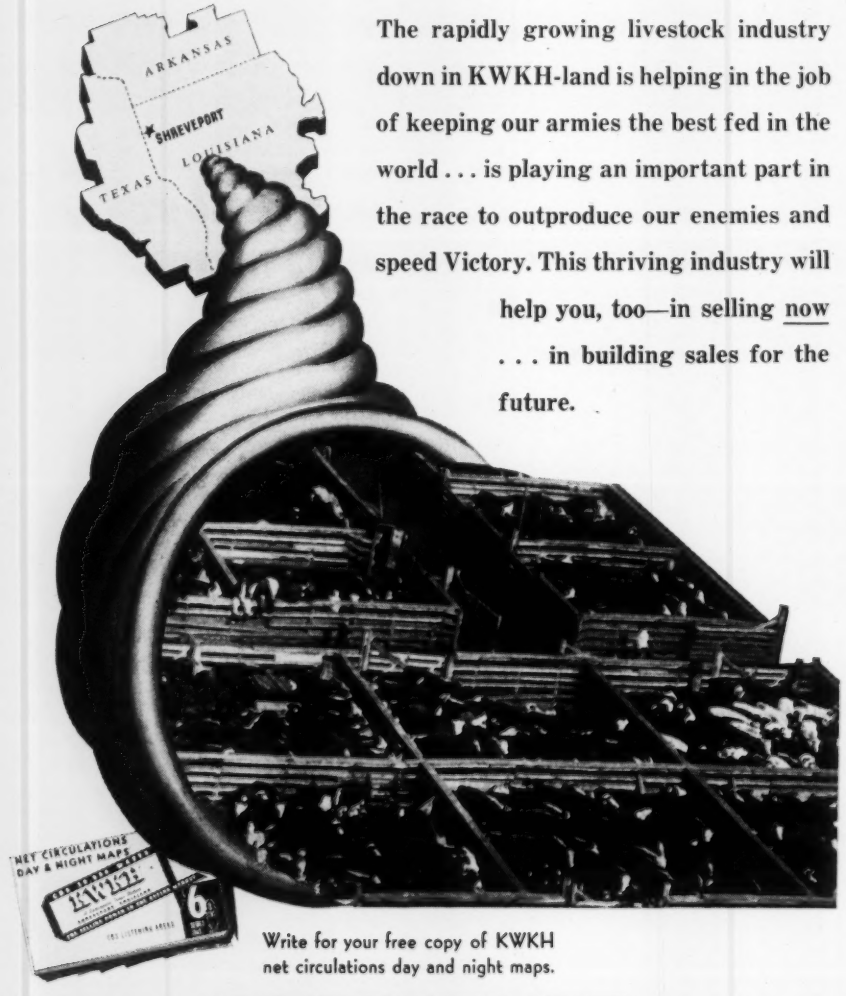
DAYTON RETURNING TO EWT APRIL 30

THE OLD time-change bugaboo will slap Dayton's two stations, WHIO and WING, right in the program schedule April 30 when that Ohio city returns to Eastern War Time, after operating a year on Standard time.

Dayton City Commissioners decided a year ago, in putting the city back on Standard Time along with the State of Ohio, that from thence forward there'd be no more changes. Standard time was to be the universal clock for Dayton. Program schedules were juggled around and officials of both stations settled down to normal routine.

Now they face the previous semi-annual headaches because Dayton's city fathers have voted to go on War Time from April 30 to October and revert to Standard time in the fall.

Food for Victory!



The rapidly growing livestock industry down in KWKH-land is helping in the job of keeping our armies the best fed in the world . . . is playing an important part in the race to outproduce our enemies and speed Victory. This thriving industry will help you, too—in selling now . . . in building sales for the future.

Write for your free copy of KWKH net circulations day and night maps.

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

Washington Office Is Opened by KIRO

News Bureau to Give Special Coverage for Northwest Area

KIRO SEATTLE has opened a Washington news bureau in the National Press Bldg., the third such bureau to be established in the nation's capital so far this year. Other West Coast broadcasters are understood to be planning similar ventures.

Under management of Rudolph Block, veteran West Coast newspaperman and former Coast public relations man for Broadcast Music Inc., the KIRO Washington bureau provides special coverage for three newscasts weekly called *Washington Reporter* (5:30 p.m. PWT Mondays, Wednesdays, Fridays, with repeat broadcasts at 10:50 p.m.). Plans contemplate expansion to a daily Washington newscast, Mr. Block said.

For the time being copy is along feature lines and is being airmailed. Similar to setups of the Yankee News Bureau and the West Virginia Network Washington bureau [BROADCASTING, March 6, 20], the KIRO Washington bureau will augment wire coverage of the AP and INS, now used by the station, with news of particular interest to the station's territory, Mr. Block explained. "Keeping the Pacific Northwest better informed is our slogan," he added.

Coverage of Congress

For several months Saul Haas, Vice-president of Queen City Broadcasting Co., licensee of KIRO, has studied the radio news field with a view to expanding the station's coverage. By establishing a Washington bureau, KIRO will be in position to give its listeners human interest stories about Washington's Senators and Representatives and residents of that state now in the Nation's Capital, it was brought out.

Mr. Block has spent his adult life in the news field, having been affiliated with several West Coast newspapers. At one time he was city editor of the *Seattle Times* and later was radio editor of the *Los Angeles Examiner*, writing under the by-line Ray de O'Fan. His late father wrote a travel column for Hearst newspapers under the by-line Bruno Lessing and at one time was comic editor of the Hearst newspapers.

Putnam Wire Recordings

CAPT. HENRY C. PUTNAM, former commercial manager of KGMB Honolulu, now attached to the Office of the Assistant Chief of Staff for Military Intelligence, is reported as the first to use the Army's wire recorder in the Central Pacific area. He recorded the first program from the soil of Japan's pre-war empire now in the hands of the Allies. KGMB fed 15 minutes of the broadcast to MBS and received a "4" rating by RCA for the transpacific transmission.

gee, lamp da boids and da flowers...

Once again Spring comes to romantic Brooklyn and "dem beautiful bums," the Dodgers, begin their perennial struggle against the umpirical demons of the National League.

For the third consecutive year Old Gold and WHN will bring Dodger fans the blow-by-blow (!) account of the games. The "Verce" of Brooklyn, Red Barber, will, of course, be at the mike.

Again, in 1944, New York's *largest* sports audience is at 1050.

Represented by RAMBEAU

WHN
50,000
1050

'TWAS APRIL FOOL'S GAG, BUT OH!

Invitation to Miami, Intended as Joke, Kicks Up Headache for WQAM

APRIL FOOL just "ain't what it used to be", sadly lamented Norman MacKay, commercial manager of WQAM Miami. What started out as an April Fool's Day gag bounced back as an expensive gesture, to say nothing of shattered hopes and headaches.

On April 1 Mr. MacKay sent the following letter to 150 clients and timebuyers:

"Here it is, winter almost over, and you haven't had a chance to get down to Miami. We know that time and transportation problems are hard to overcome, but we feel that you need a little of that old Florida sunshine and we're going to do something about it.

"Under separate cover we are sending you a roundtrip ticket to Miami, with a compartment reservation and a two weeks' due-bill on the Roney Plaza Hotel here. Will arrange for your Pullman space going home after you arrive. Be on the lookout for the above and we hope you absorb a lot of vitamins from the trip."

With the railroads dispatching antiquated coaches to Florida to rescue marooned vacationists and with hotel reservations at a premium, coupled with that date of April 1, Mr. MacKay and his cohorts chuckled. Suppose there is a war; radio folk haven't lost their sense of humor, reasoned the WQAM executives. Besides they were following up the gag letter with a crate of citrus fruit for each victim.

Came the dawn and with it acceptances from many quarters. One advertising manager telephoned his thanks. Another wired he was leaving immediately with his wife and daughter. Others prepared to take two weeks from business to enjoy those vitamins. What to do! The following MacKay telegram went out to the list receiving letters:

"Please check date of our letter. Look for vitamins but no tickets.

"We have received so many acceptances of our magnanimous invitation that we can't tell who's kidding whom," said Mr. MacKay. "We thought there was enough national publicity regarding train travel to Miami and hotel accommodations to plainly identify our April 1 letter as an April First gag preceding a gift of some sort.

"What has happened to the spirit of April Fool?"

WPIC Expansion

WPIC Sharon, Pa., broke ground last week for a new studio and office building. When completed, the quarters will quadruple the station's present floor space, allowing for increased capacity to carry on WPIC's regular activities and provide housing facilities for the FM station which WPIC has sought.

Studio Notes

WNAX Yankton *Saturday Matinee Club*, two-hour recorded program, now has some 3,700 members, each of whom have received a membership card in the form of a phonograph record, bearing the member's name and number. Drawings are held on the program to award records and photos of popular band leaders.

WSIX Nashville, Tenn., has appointed the Katz Agency as national representatives.

PRODUCED by the Rocky Mountain Council, *Music of the Rockies*, a half-hour program, began April 2 on KFEL Denver. The program features mixed choral groups, instrumentalists, string ensembles and symphonic bands from colleges of Colorado and Wyoming.

WMFF Plattsburgh, N. Y., has appointed Thomas P. Clark Co., New York as representative replacing George P. Hollingbery Co. New York.

CHML Hamilton has appointed Stovin & Wright, Toronto, as exclusive representatives in Canada.

CJVI Victoria has been awarded a power increase from 500 to 1,000 w.

CKPC Brantford, Ont. has been given authority to increase power from 100 w to 1 kw on 1380 kc.

CKMO Vancouver, was temporarily off the air on March 30 when a fire broke out in the recording room, which spread to studios in the building. Ross Whiteside, chief engineer, was badly burned about the face and hands.

FIRE BROKE out March 27 in a room adjacent to the 25th floor studio of WNYC, New York municipal station, as 46 school children waited to go on the air in a public safety program. Policeman in charge led the group to safety, while Morris Novik, director and station staff put out the fire. Blaze originated in an air conditioning chamber. A few record albums stored there were damaged, but there was no further damage of note and operations continued.

EACH member of WPEN Philadelphia is contributing ten cents a month to purchase cigarettes for former WPEN staff members now in the service.

THROUGH the New York Red Cross, WHN New York is making available to other stations a 4½-minute transcription of a Red Cross appeal made by William Bendix, movie star, for inclusion on WHN's *This is Brooklyn* program.

FIRST USE of an outside theatre for the presentation of visual broadcasts has been arranged by WFIL Philadelphia. Station will utilize the Playhouse of the Plays and Players Club, a little theatre group in Philadelphia. The Playhouse will be renamed the WFIL Theatre Studio and regularly scheduled programs will go on the air direct from the theatre.

A STANLEY-WSNJ Junior Commandos corp has been organized by Jerry Alden, special events director of WSNJ Bridgeton, N. J., in co-operation with the Stanley Theatre in that city. Weekly meetings for Commando activities are held at the Radio Center housing the station and twice a week the group presents its own radio programs. With almost 400 youngsters enrolled, the Junior Commandos have taken part in numerous civic projects.

STUDENTS of Stephens College, Columbia, Mo., who are anticipating making their careers in television, were guests at WGN Chicago the week of March 27, when they inspected the station's facilities, heard talks on video by George W. Lang, chief engineer at WGN, and took part in a telecast over WBKB, WGN's video station.

Hartford wives have many more dollars to spend for the product you sell. The Hartford Trading Area is *second highest in the U. S. A.* in Effective Buying Income per family. That's a fact worth remembering when you select markets for your advertising.

Here's another valuable point of information:- The Hartford Trading Area comprises 26 towns, and has more than double the retail sales of the city of Hartford. By using radio on WDRC and covering the entire market, you realize your full sales potential here.

Write Wm. Malo, Commercial Manager, WDRC, for complete market study.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS
Hartford 4
Connecticut

NATIONAL REP.
Paul H. Raymer Co.

21 YEARS OLD

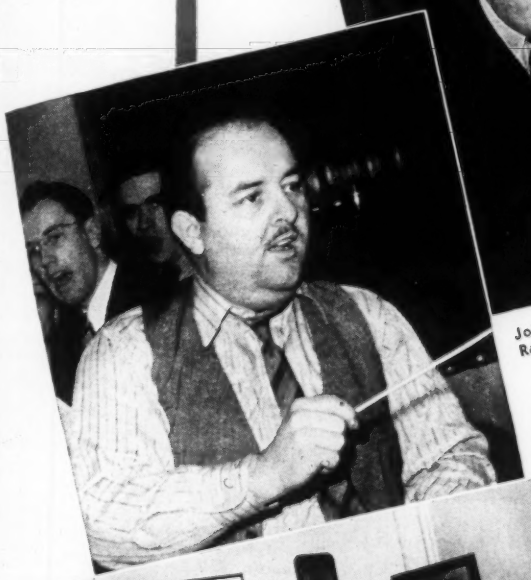
. . . and still "pitching" every minute!

APRIL 2, 1923
APRIL 2, 1944

★

Johnny Gillin Watches Bill Jeffers check Radio Contract for Union Pacific NBC Show.

Sales Manager Harry Burke Explains WOW's New Day-Time Mail Map.



Above, Program Director Lyle DeMoss In Action. Below, Promotion Manager Bill Wiseman Hard At It.

In the radio business 21 years *is* old. WOW celebrated its twenty-first birthday on April 2. For 21 years it has been the leading radio station in its territory. For 18 years it has been a basic NBC station. It has a practically ideal wave-length and adequate power.

It would be easy for WOW to rest on its laurels and coast, becoming merely a network relay station. But the management of WOW, old in the radio business, is young, vigorous and aggressive. Johnny Gillin and his executive staff—Harry Burke, Sales Manager; Lyle De Moss, Program Director; Bill Wiseman, Promotion Manager—are working harder than ever to maintain WOW's leadership in this territory, to keep it a station with a strong local identity, and to deliver to advertisers the biggest dollar's worth of advertising obtainable from any medium anywhere.

FOR AVAILABILITIES
Write, Wire or Phone

RADIO STATION **WOW** INC.
• OMAHA •
John J. Gillin, Jr., President
John Blair & Co., Representative

Purely PROGRAMS

JUVENILE delinquency is being combated effectively by a group of Grand Rapids, Michigan, business men, who laid the groundwork for *The Children's Bible Hour*, broadcast for the first time on November 7, 1942, over WLAV Grand Rapids. Listener response necessitated expansion to WKBZ Muskegon, stations of the Wolverine Network, and WJJD Chicago. After 17 months of broadcasting, the nonprofit corporation, *The Children's Bible Hour*, is carried by 100 affiliate stations of Associated Broadcasting Corp., coast-to-coast coverage, and shortwaved internationally. A Saturday morning variety show, program features a children participating audience.

* * *

Students on WBNX

STUDENTS of local high schools in the Bronx participate in a series of six quarter-hour discussion programs on WBNX New York, on *The World We Want to Live In.*

WGAR-WBOE Forum

BUILT around discussion by local high school students, WGAR Cleveland, in conjunction with WBOE, Board of Education station, has begun a new weekly Monday night series entitled *Junior Town Meeting*. Subjects are chosen from a list of timely questions prepared jointly by Dr. William Leveson, head of WBOE, and the Board's social studies department and sent to all high schools in the city. Each is given the opportunity to choose four students to debate the subject selected. Forty students from other schools make up the studio audience and participate in the discussions.

Library Tease

IN AN EFFORT to match the popular appeal of "children's soap operas" and "dramatized comic strips" on the networks, WNYC, New York's municipal station, last week joined forces with the New York Public Library System to begin a weekly half-hour children's program *Storybook Preview*. Taking the latest children's books, WNYC presents dramatizations which build up to the climax of the story, but fail to show the ending. Child is supposed to go to his nearest library and read the book to find out how it turns out. Each book will be featured prominently on the children's shelves of the branch libraries the week following the broadcast.

Youth on WAAT

WAAT NEWARK has started a series of six programs in which the station conducts a radio tour of young people's clubs in the Newark area. Titled *Calling Newark Youth*, the program is presented in cooperation with the Newark Youth Council. Boys and girls are interviewed at their various club quarters while engaged in recreational activities. In the new weekly *Story Time* program started by WAAT, children act out most of the parts, while the adult male roles are handled by the announcer and a woman acts as narrator.

* * *

Farm Help

TO ENLIST the services of high school boys and girls, men and women for the holiday service brigades, the Canadian Broadcasting Corp. farm broadcasts department has started a weekly quarter-hour dramatized *Help Wanted* program in conjunction with the Ontario government's effort to obtain 100,000 workers to help harvest the crops. The programs will feature the slogan "We Can't Win if We Don't Eat—for Peace Sake, Pitch In," and will tell non-farmers how they can help harvest the crops.

* * *

Children's Stories

NEW SERIES of quarter-hour educational programs designed for children of elementary school age is being presented by WSIX Nashville each Wednesday with the cooperation of the Middle Tennessee Radio Council and the Junior League of Nashville. Given by pupils from Nashville city schools the series is based on incidents from a popular children's book. Local bookstores are providing book marks with schedule of programs and stories.

* * *

WELI Series

JUVENILE DELINQUENCY is combatted in New Haven with a public service program on WELI titled *Tomorrow's Citizens* based on the local juvenile problems, dramatized and discussed by high school students who are in charge of the program. Official bulletins of the New Haven high schools publicize the weekly half-hour series inaugurated by Dewey H. Long, WELI manager.

* * *

Bulletin Board

REQUESTS for suggestions on their new show *U.S.O. Bulletin Board*, Fri. 7:45-8, are being made by WINX Washington. Planned in conjunction with the United Service Organization and its cooperating agencies, *Bulletin Board*, will preview dances, parties, shows, religious activities, and keep service men and women posted as to what Washington is offering them in the way of weekend entertainment.

* * *

Local Forum

LOCAL ISSUES have won over national issues in popularity and appeal on the *Town Hall* forum program now heard weekly over WMBD Peoria, Ill. Moderator Fred Leo chooses four conferees for each program. Special committee offers question suggestions to be debated.

* * *

On Personality

PHYLLIS DEXTER, personal counsellor for the past 20 years, has begun a new series on KMOX St. Louis titled *Phyllis Dexter Discusses Your Personality.*

* C. E. HOOPER Station Listening Index

Hooper Indexes for January-February '44 show WTAG once more exerting a still stronger pull on the Worcester audience — a drawing power which taps a huge market of industrially employed families. Make no mistake. Worcester's 400 booming war plants will take the shift to peace time production, right in stride.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

OWNED and OPERATED by THE *NORTH CAROLINA* BROADCASTING COMPANY

GREENSBORO,
NORTH CAROLINA
APRIL 1, 1944

Office and Studios
O. Henry Hotel
Edney Ridge, Director

MEMBER COLUMBIA BROADCASTING SYSTEM ASSOCIATED PRESS WORLD BROADCASTING SYSTEM COMPLETE PROGRAM AND MERCHANDISING SERVICE

FROM: All of us.
TO: The 25 boys and girls from WBIG serving in the armed forces.
SUBJECT: Annual report and forecast.

Dear Boys and Girls:

It's a pleasure to let you know that everything's booming back at WBIG with more big sponsored programs than ever before crowding the runsheet. We're all but sold out of time and the orders are still coming in.

No need to tell you that there's not enough money in the world to make us sacrifice the WBIG reputation for community service. We're still plugging all worthwhile local institutions. We're trying to do a good deal more than our bit to get those War Bonds sold, that blood in the Plasma Bank, and the war won as soon as possible.

We are not worrying about you for you've got the stuff it takes.

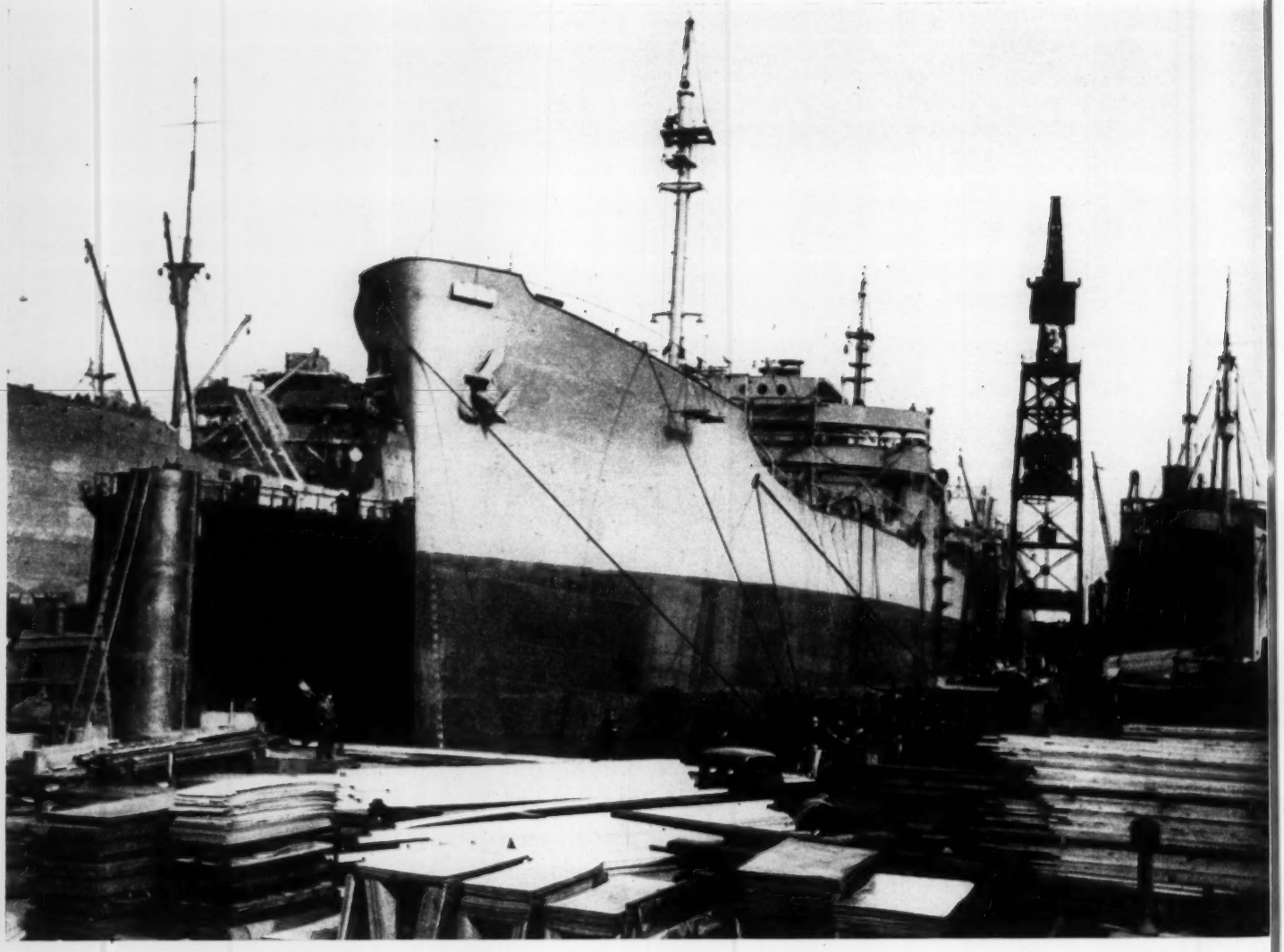
Of course, we don't know when the war will end and we can expect you home. But we do know that when the great day comes, your job will be waiting for you here. We may be broadcasting AM or FM, Fascimile or Television, or all of them and we'll need you. There may be new studios, new equipment, a new technique; fact is, everything may be new with one exception, we'll have your good familiar faces back at the good familiar places.....

God speed you, one and all,

The folks back home at
WBIG
in Greensboro, N. C.

P. S. Columbia is "tops" as when you left us. Great programs and all the news, and listeners just as loyal, and lots of new ones.....

BALTIMORE: A G
A GREAT SHIPBU



Since 1846 this KEY HIGHWAY BETHLEHEM YARD has repaired and reconditioned the world's ships

In this yard Simon Lake built his first successful submarine. Here, during the present war, damaged ships from every allied or neutral country are being repaired and reconditioned in record time.

And here, in times of peaceful commerce, merchant ships that ply between Baltimore's great port and the markets of the world, come in a steady stream for repairs and conditioning.

GREAT PORT AND BUILDING CENTER

It's only natural for a great port to be a great shipyard center. The ship building and repairing industry in Baltimore is Big Business -- employing thousands of workers in normal, peace time operations.

Since the days of the world-renowned Baltimore Clipper ships, shipbuilding has been an important Baltimore industry. As the activity of the Port of Baltimore expands, this industry keeps pace.

But Baltimore isn't dependent on any one industry—or any 10 industries—for its prosperity. There are actually more than 100 different industrial classifications in Baltimore; and this amazing diversification of industry insures steady, uninterrupted progress.

Baltimore is the fastest growing big city in the East. For more than 25 years the trend of growth in industrial output, wage earners and payrolls has outstripped other Eastern seaboard industrial centers.

Advertising is an investment. Invest your advertising dollars in this growing market whose Number One advertising medium is WBAL.

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Auld Lang Syne

LIKE a hundred million other American radio listeners, we hope *finis* is written to the Winchell-Dies imbroglio. Mr. Winchell (with a capital "W") wasn't hired as a renowned authority on international affairs or even domestic politics. Radio and a glib tongue made him. Conversely, Mr. Dies is no great shakes as a radio orator entitled to commandeer commercial time on which the public is accustomed to hearing something other than a political diatribe.

As to Mr. Winchell's right to say what he thinks, without threat or intimidation, that's his guaranteed Constitutional right, accorded to every citizen. There are the libel laws if he oversteps. Members of Congress have available to them the immunity of the floors of Senate and House, the free controlled distribution of the *Congressional Record*, press association wires and news broadcasts (when they say something worth reporting), and sustaining time.

Mr. Winchell will retain his network status not so long as he pleases his sponsor, but so long as he pleases the public. The affiliated station is the best judge of what the public wants. Based on reports from certain Blue affiliates, it appears the public is fed up on Walloping Winchell vs. Dead-Eye Dies.

To paraphrase a great American, it's a "plague on both their houses". If it doesn't suit the public, it isn't good radio.

Manpower Chaos

THE RADIO manpower situation again approaches chaos. Local draft boards in some areas have tossed balance and reasoning overboard. Some stations report stripping of their staffs, from manager to engineer, irrespective of hardship or the ability of stations to maintain operating schedules even through overloading of skeleton staffs.

All this stems from the confusion, bitterness and rancor that appears to exist between the War Manpower Commission and Selective Service. The WMC "essential" list, despite assurances that it remains unchanged, seems to have lost its value or potency. Managers, program directors, production directors, engineers and news editors heretofore were classified as essential. Yet local draft boards are cancelling 2-A deferments all down the line.

One Manpower official reported last week that it is "difficult to convince" local draft boards that managers or news editors "are deserving of any deferment whatsoever".

There is no effort to retain for radio the men in the 18 to 25 brackets; that is a forlorn hope anyway. But the draft boards are now throwing out replacement schedules for men over 25, which, we are told at Selective Service headquarters, wasn't the intent at all. Whether intended or not, we know of one situation where the station manager, his entire sales department, practically the entire program staff, and more than half of the engineering department, have been called through summary withdrawal of replacement schedules. Corresponding situations are reported from widely separated areas.

Let's appraise radio's *essential* status. It is attested to by practically every agency of Government. It has won the praise of the White House, the Military, the Treasury and of industry in carrying a tremendous war burden without complaint. Radio knows there's a war on perhaps as starkly real as any art or pursuit, because radio is a young man's game. Approximately one-fourth of radio's manpower—upwards of 6,000 men—is in the armed forces or in Government work.

Radio asks no special favor beyond that which has been accorded it as a pursuit vital to the war effort. Free time for the war effort—valued at $103,000,000 in 1943—can't be programmed without program people. War conference and convention pickups can't be handled without technicians and newsmen.

The situation calls for prompt and precise handling. There must be a clear-cut statement of policy from qualified sources—whether WMC or Selective Service or both. If state boards, grabbing everywhere to fill quotas, refuse relief, then it is the duty of the station owner or executive to bring the condition forcibly to the attention of the Manpower Division of Selective Service in Washington.

Radio's war job is too important to allow any undermining of its service to go by default without resort to highest places.

It Happened—7-0

BY UNANIMOUS vote, the FCC has postponed indefinitely its so-called "duopoly" order, but with certain conditions requiring the 50-odd dual owners to acquiesce in the intent of the rule banning multiple ownership in the same areas or in markets of obvious overlapping coverage.

The action warrants applause. It is gratifying because the Commission was unanimous—7-0. While it isn't conceded that ownership of more than one station in a given area is iniquitous *per se*, it nevertheless is open to debate. Under the Commission's action, there will be no "blitz" sale of stations at a time when only the public might be hurt. In those cases where dual operations involve housing of transmitters and studios in the same buildings, the rule is deferred upon proper showing until the freeze orders on equipment are lifted and skilled manpower is available.

Commissioner T. A. M. Craven, who has never ducked a fight, first proposed the postponement. Commissioner Norman S. Case was a ready second. Commissioner Ray C. Wakefield favored postponement. The question mark was the FCC's neophyte—E. K. Jett. It was his first major vote. He had made an exhaustive study of it. His proposal, with modifications, prevailed and won over Chairman James Lawrence Fly, Paul A. Walker and Clifford J. Durr.

Pardonably, we refer to the editorial page of BROADCASTING on Jan. 31, 1944. We said:

> In disposing of the newspaper ownership order, the FCC wisely decided to consider situations on their individual merits. The same formula could be applied to dual ownership. The circumstances are not dissimilar. The "duopoly" order was not demanded by the public or in Congress. It just popped up without warning. The result is that every broadcaster affected feels he has a gun against his head.

Yes. We applaud the Commission's action.

Our Respects To -

CARL MORAINE EVERSON

BEST SALES talk Carl Everson ever delivered was trying to sell WHK Cleveland a piece of ground for a transmitter. He didn't land the deal. Not knowing that WHK had already purchased a site, Salesman Everson proceeded with his selling points and M. A. Howlett, the station manager listened.

When he finished his talk, he found he had sold himself and not the land. Mr. Howlett offered him a position as radio time salesman and announcer, and Carl Everson accepted on the spot.

The year he joined was 1928, and in less than a decade, Mr. Everson had risen at WHK up through the ranks as chief announcer, night manager, and program director. He produced many outstanding shows as program director, 12 of them fed weekly over the coast-to-coast CBS network.

He took another step forward in 1935 when he accepted the position of general manager of WHKC, the United Broadcasting Co.'s Columbus station. Commendation for his radio achievements has lately been proved in a tangible way with his recent appointment as vice-president of the United Broadcasting Co. In conjunction with this new post, however, he will continue as WHKC general manager.

Mr. Everson is a firm believer in starting at the beginning and progressing from there. So he was merely being consistent when he was born on New Year's Eve, 1896, in Marinette, Wis. His Norwegian mother and father still live there.

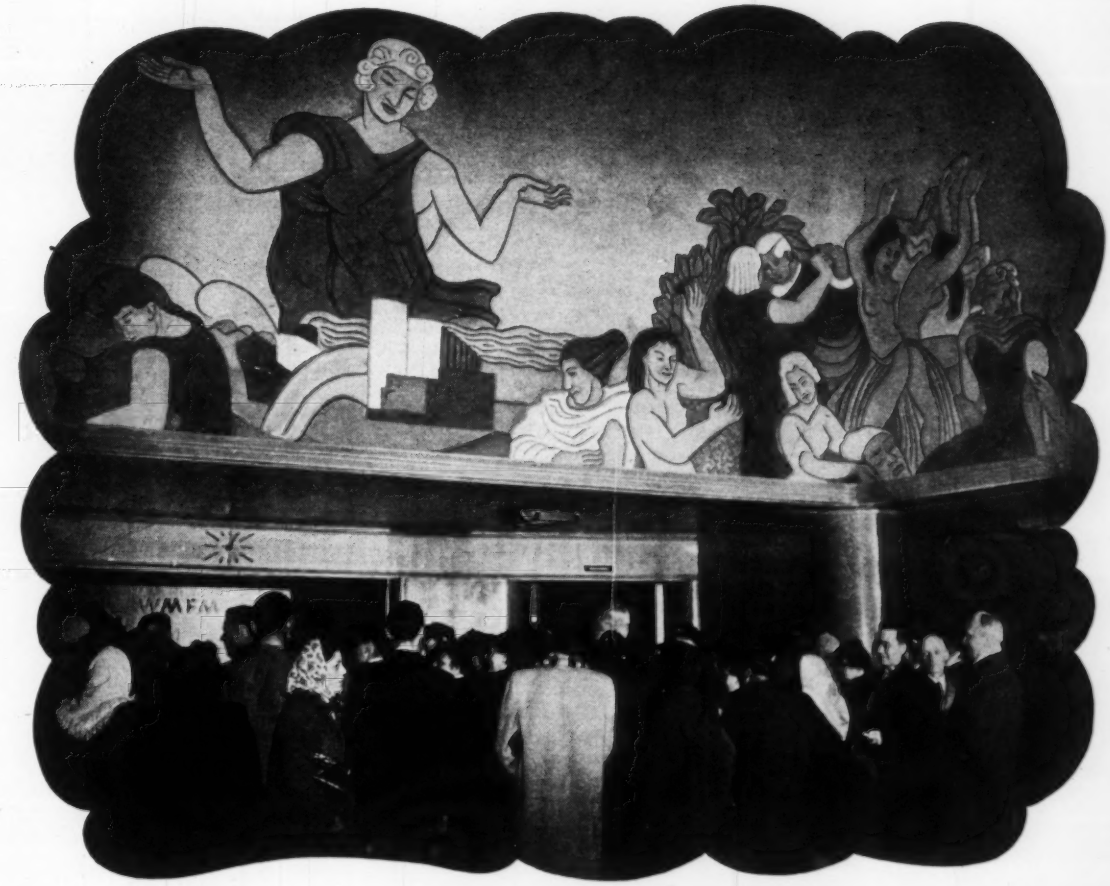
Being Norwegian, the family decided on a true Norse name for their son. Hence Carl Moraine—translated from the Norwegian Margenus.

He left the U. of Wisconsin after a year-and-a-half to go to work in the steel mills at Gary, Ind., during the last war. And after the war, he went to night business school majoring in finance and commercial law.

When with the Lenox Land Co. of Cleveland in 1925, Mr. Everson organized the first female sales force in that city. It was at this time selling real estate that he approached Mr. Howlett relative to the transmitter site. And from there on his career changed.

Mr. Everson is quite a family man. He married Alice Rousseau of Menominee, Mich., and they have four children. They are: Evangeline Mae Hornaday, 26 whose husband is a major in the Infantry and has been in the South Pacific for two years; Margaret Peggy Sweringen, 24, married and living in Detroit; Charles Williams, 14; and Jeanne 12. Mr. Ever-

(*Continued on page 38*)



. . . . waiting **CROWD**

Crowds waiting to see a WMFM broadcast from Milwaukee's Ultra-Modern Radio City are a familiar scene. The significant thing, however, is why they are there.

First, WMFM, the Milwaukee Journal FM station, is programmed right. Steady, loyal listenership has been won with a schedule of "Distinctive, quality programs, keyed to the wants and needs of the community."* That listenership has resulted in a desire to see the actual programs.

Second, WMFM has an abundance of live programs. These productions are interesting to hear and even more interesting to watch.

Third, Milwaukee's Radio City is one of the town's show places. The striking beauty is a magnet in itself. The same exacting workmanship that gives Radio City its "eye appeal" also gives it the "ear appeal" that comes with the finest known broadcasting equipment.

When you analyze the combination of WMFM programming, plus the outstanding facilities of Radio City, plus the miracles of static-free, crystal-clear, FM broadcasting, it is easy to understand the crowds. Yes, and it makes it obvious why WMFM has been eagerly accepted in Wisconsin.

Today, tomorrow, whenever you make plans for using FM, remember the call letters for one of America's outstanding FM stations . . . WMFM, Milwaukee.

* *These twelve words have been the WMFM creed since it took to the air in April of 1940 as the first FM station west of the Alleghenies.*

WMFM

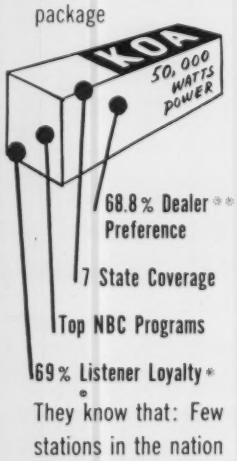
THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

SMART TIME BUYERS

DOCTORS OF RADIO ERUDITION

and longtime KOA advertisers like the "Strings" attached to this package



They know that: Few stations in the nation can equal KOA's Dominance!

** Ross Federal Survey
* NBC "Tale of 412 Cities"

KOA 50,000 WATTS 850 K.C. FIRST IN DENVER

Represented Nationally by Spot Sales!

Our Respects to

(*Continued from page 36*)

son is president of the Ohio Assn. of Broadcasters, president of Columbus Rotary Club, and a member of the York Country Club. Especially interested in civic affairs, Mr. Everson belongs to the Civic Assn. and the Symphony Club of Columbus. He has the distinction of being one of the five men who organized the Columbus Philharmonic Orchestra in 1940, and he is still a board member.

The Eversons attend the First Community Church of Columbus. And for relaxation he enjoys bowling, golf and gardening.

Mr. Everson looks with enthusiasm toward post-war radio. He has great plans for FM and television on the agenda of the United Broadcasting Co.

WDSM Control Given Up

CONTROL of WDSM Superior, Wis. was relinquished last week by James J. Conroy and Victoria B. Conroy in action taken by the FCC granting approval of the sale of 45 shares (39.4%) common stock by Mrs. Conroy to Roland C. Buck, president of the licensee corporation, WDSM Inc., for a total consideration of $18,000. Mr. and Mrs. Conroy last week were granted authority to acquire 99% interest in KBIZ Ottumwa, Ia. for $60,000 from John D. Falvey, deceased. Stockholdings now in WDSM are: Mrs. Conroy, 10 shares; Mr. Conroy, 35 shares; Roland C. Buck, 45 shares; P. G. Stratton, 23 shares; Joseph Weisberg, 1 share. Mr. Buck also holds 50% interest in Roland C. Buck Inc., engineers, architects and contractors.

Boone Named by Blue

JULIAN BOONE, of the sales promotion staff of WJZ New York, has been appointed to head the newly created promotion division of Blue Spot Sales. He will assemble and coordinate information from promotion departments of the four Blue stations represented by Spot Sales, and distribute sales information to the personnel of Blue Spot Sales in all offices. Blue Spot Sales promotion was formerly handled by individual members of the staff. Mr. Boone has been with WJZ since November 1943. He formerly handled sales promotion for KSEI Pocatello, Ida., and was previously engaged in newspaper promotion in San Francisco and Seattle.

James to Navy

COMMISSIONED lieutenant (j.g.), W. Ervin James, assistant secretary of the FCC, is scheduled to report to Ft. Schuyler, N. Y., April 28 for active duty in the Navy. He became affiliated with the Commission in December 1941 as assistant to Commissioner Clifford J. Durr and was named assistant secretary last November. Mr. James is married and a native of Montgomery, Ala.

Personal NOTES

MILLER McCLINTOCK, Mutual president, left New York last Friday, April 7, for a brief cross-country trip. He will address the Omaha Chamber of Commerce on April 10.

DOUGLAS COULTER, CBS vice-president in charge of programs, has returned to his office in New York, having recovered from a two-months illness from pneumonia.

HOWARD ST. JOHN, who has been in the investment banking field for the past 15 years, has been appointed to the sales promotion staff of WJZ New York, replacing Thomas Ellsworth, who resigns shortly to join the armed forces. A member of the New York Stock Exchange, Mr. St. John has been a partner in charge of the New York office of Collin, Norton & Co.

AMBROSE V. McCALL, former senior attorney for the House Select Committee to investigate the FCC and one-time assistant attorney general of New York, has become a partner in the New York law firm of Garey, Desvernine & Garey. Mr. McCall resigned from the legal staff of the Select Committee with Eugene L. Garey, Committee general counsel, last February.

NORMAN GOLDMAN, former advertising manager of BROADCASTING, last week was commissioned second lieutenant in the Army Air Forces at Officer Candidate School, Miami Beach, Fla. Lt. Goldman has been assigned to Army Air Forces Headquarters, Lincoln, Neb.

HAROLD ESSEX, managing director of WSJS Winston-Salem, has been named head of the newly created committee on publicity and public relations for the Winston-Salem Chamber of Commerce.

GWYN MALLORY has joined the sales staff of CKWX Vancouver to handle women's accounts.

BRIAN SHELLON, former manager of CJKL Kirkland Lake, is now staff captain at a Brigade Headquarters in England.

C. MERWIN DOBYNS, owner-manager, and Lee Wynne, commercial manager, of KGER Long Beach, Cal., left April 10 for a five-week business trip to New York and Washington.

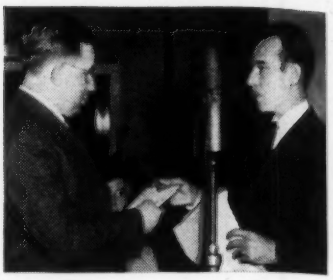
HARVEY WALKER, assistant chief investigator for the House Select Committee to Investigate the FCC, left April 7 for training at the Hollywood, Fla., Naval school. He will be commissioned an ensign in the Deck Volunteer Service and will seek appointment in communications, he said.

EUGENE CARR, assistant to G. A. (Dick) Richards, president of WJR KGAR KMPC, currently is conferring with New York and other eastern agency and station representatives on furture programming plans. He returns to his Hollywood headquarters early in May.

PHILIP L. THOMSON, director of public relations of Western Electric Co., has retired after 41 years of service. He will be succeeded by Fred B. Wright, an executive of the company's distribution division.

EDGAR KOBAK, executive vice-president of the Blue Network who began his career as an engineer, has been re-elected a trustee of the Engineers Club of New York.

GEORGE W. THOMAS, purchasing agent of WBKB Chicago television station, has been appointed station manager.



RECEIVING $100 War Bond as first prize in a fats salvage contest, is Charles Lane (l) representing the Lions Club of Pekin, Ill. Virgil Vogel (r), owner of Vogel's Super Market, sponsor of program, *Pekin Yanks in the Ranks*, is making the award. The program was instrumental in collecting 32,237 pounds of waste fats, of which the Lions Club collected 5,893 pounds. On behalf of Donald M. Nelson, WPB, Vogel was presented with a citation for the contribution by Tom McHugh, secretary of the salvage committee.

WMAZ Control to Rankin

GEORGE P. RANKIN Jr., chief engineer of WMAZ Macon, Ga., acquired control of the Macon outlet last week upon FCC approval of the sale of 279 shares (41%) of common stock by E. K. Cargill, USNR, president and general manager, to the Southeastern Broadcasting Co., WMAZ licensee, for the sum of $120,000. The stock will be held as treasury stock and may possibly be put up for resale at a future date, it was stated. Mr. Rankin is also vice-president of the licensee corporation and holds 280 shares, which constituted 42½% interest before the sale.

Haley Heads BBC

WILLIAM J. HALEY, formerly editor in chief of the British Broadcasting Corp., London, has been appointed director general of the BBC by the board of governors. He succeeds Robert Foot, who has resigned to become chairman of the Mining Assn. of Great Britain. As editor-in-chief, Mr. Haley has been jointly responsible with Mr. Foot for BBC's program output. He was managing editor of the *Manchester Guardian* before joining the BBC. Appointment was made Friday, March 31.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

LIKE TOPSY- OUR HOOPER WASN'T BORN THIS WAY — IT JES' GROWED!

No Premium on Premium Coverage —in Memphis

C. E. HOOPER—Memphis Audience Measurements—January-February, 1944

	Station "B"	WMPS	Station "C"	Station "D"
Morning Index 8:00 - 12:00 A.M.	14.3	**33.3**	25.2	26.6
Afternoon Index 12:00 - 6:00 P.M.	18.7	**24.0**	39.8	17.3
Evening Index 6:00 - 10:00 P.M.	12.1	**14.9**	38.5	33.7

ON WMPS

Again the newest C. E. Hooper survey of Memphis shows where High interest prevails at Low rates.

You pay no premium to be among those who prefer super showmanship. Be with the leaders—on WMPS

THIS IS THE Blue NETWORK

WMPS is under the same sound management policy as WCPO, Cincinnati, Ohio, and WNOX, Knoxville, Tenn.

WMPS

THE MEMPHIS NEWS STATION

Affiliated with

THE MEMPHIS PRESS-SCIMITAR

REPRESENTED BY SPOT SALES

SCRIPPS-HOWARD

NO BRIBES

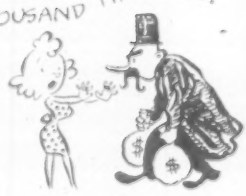
NO GIFTS

'OLE MAN DELIVER 'JES KEEPS ROLLIN' ALONG"

WE DO IT—

WITHOUT THE AID OF MIRRORS

NO! NO! A THOUSAND TIMES NO!



NO MONEY MAN NEEDED TO DRAW MORE LISTENERS TO WMPS!

GOOD PROGRAMMING?

COULD BE!

ASK FOR ONE OF OUR HANDSOMELY ENGRAVED(?) WEEKLY PROGRAM SCHEDULES

THEY'RE ALWAYS A SETTIN' ON 1460

YOU JUST CAN'T GET ATTENTION THIS WAY OVER THE AIR!

BUT OUR "STRIP" SHOWS DO DRAW A LOT OF FAN MAIL

NOW COME UP CLOSER AND WE'LL TELL YOU THE SECRET — YOU DON'T HAVE TO GIVE AWAY MONEY IN MEMPHIS — HERE THEY HAVE MONEY TO GIVE YOU FOR YOUR PRODUCT. JUST PUT YOUR MESSAGE ON WMPS AND GET READY FOR SALES!

DON'T CROWD DON'T SHOVE

THE LINE FORMS ON THE RIGHT

CONTRACTS ACCEPTED IN THE ORDER RECEIVED!

LISTENERS

First

All surveys agree WRC leads morning, afternoon and night!

PROGRAMS

First

39 out of 50 network Firsts and most highly rated local programs!

SALES

First

Lower rates than the second station . . . lowest cost per listener of all stations!

But This is the Usual Story for WRC We've Been FIRST Continuously Since 1923

WRC

NBC Washington

BEHIND the MIKE

EDWARD BOOTH, formerly production and publicity man in the radio department of Ruthrauff & Ryan, New York, and Newman Burnett, previously co-chairman of Cleveland's Stage Door Canteen, have joined CBS network operations as assistant directors. CBS announcing staff has been augmented by four members: John Clarke, announcer-producer-director of Ohio and Georgia stations, honorably discharged from the army; William Cullen, former Pittsburgh station announcer; Raymond Ovington, previously of KDYL, KMPC, KPAS and Portland, Ore. stations; and Edwin Darlington, announcer-producer of CBS affiliates WRVA and WDNC.

MARTIN GOSCH, Hollywood free-lance radio producer, and Ted Grouya, song writer, have formed a partnership in the music publishing firm of Imperial Enterprises Inc.

WHITFORD (Nick) CARTER, with the *New York Times* for ten years as reporter and copy editor, has joined the war services and news division of WOR New York as a news editor.

NAT ABRAMSON, director of the entertainment department of WOR New York, has been named production manager of the records now being issued by the station under its own trade name "Feature" [BROADCASTING, April 3].

WILLIAM F. CARLEY has rejoined WBT Charlotte, N. C., as director of promotion and publicity. He replaces Bill Parker, now in the Army.

DICK ROSS, former announcer of KHJ Hollywood and now with AAF, has been commissioned a lieutenant and assigned to Hondo (Tex.) Army Air Base.

TRUMAN (Tommy) THOMPSON, former announcer and newscaster of KFRC San Francisco, has joined the Navy.

LANI JONES and Everett W. Jess are new members of the announcing staff of WDRC Hartford. Miss Jones is the first woman announcer to join the station.

BOB BARRON, who has been doing free-lance announcing on the West Coast, has joined the announcing staff of WCFL Chicago.

C. T. (Midge) MAJOR has been appointed news editor of WIBG Philadelphia.

WALT KLOZAR, promotion manager of WMRN Marion, Ohio, is the father of a girl.

ALLEN POST, a member of the WIND Chicago announcing staff, is leaving the station for Texas. Allen Earle, former program director of WBRE Wilkes Barre, Pa., replaces Mr. Post.

WALT NEWTON, WGN Chicago announcer, is the father of a boy.

LT. DAN RYAN, of the Army Air Forces and former WGN Chicago producer, has married Margaret McCabe of Dallas, Tex.

CARL GASS, former writer on several network shows, has joined the WGN Chicago continuity staff.

PRISCILLA KENT has joined the NBC script department. She formerly did publicity work.

HENRY CHARLES, announcer of CBS Hollywood, has resigned to freelance.

BERNIE MILLIGAN, West Coast head of Earle Ferris Assoc., radio publicity service, has joined the Marines and is in training at San Diego.

WHAR'S PAPPY YOKUM? Gordon H. Loudon, agriculture director of WWL New Orleans, displays garland of his bumper crop of turnips, grown on the station's transmitter grounds. "Th' turnips'll be et," quoth the WWL "Pappy Yokum", "but 'stead o' termites the crop'll go to our own termikes—that's Dogpatch lingo fer announcers an' other radio folks."

JOHN BROBERG, formerly of the *Minneapolis Star Journal*, is now a member of the WCCO Minneapolis news staff.

CARL DOZER, WCAE announcer-salesman, has been inducted into the Army.

CATHERINE GRASTY, traffic director of WLVA Lynchburg, Va., on March 29 was married to Acting Chief Petty Officer John Gleason.

CLAUDE TAYLOR, WLVA Lynchburg, Va. production manager and chief announcer, has been accepted for training with the Navy. He expects to report within a month. Harvey Evans is a new member of the WLVA announcing staff.

PAUL DAVIS, formerly with WCOL Columbus, Ohio, and WCOP Cincinnati, has joined the announcing staff of WKRC Cincinnati.

BILL MAYNARD, formerly of KTTS Springfield, Mo., Roy Osborne, formerly of KRBC Abilene Tex., and Pat Marshall new to radio, have joined the announcing staff of WSIX Nashville, Tenn. Walter Ferguson, former WSIX announcer, has been inducted into the Army. Announcer Bill de Luca has left WSIX to resume studies in New York.

BOB HART, former announcer of CJKL Kirkland Lake, has been discharged from the Canadian Army and has joined CKWS Kingston as announcer.

BOB STOREY, formerly with Minneapolis stations, has joined the announcing staff of WOWO-WGL Fort Wayne, Ind.

WAYNE JOHNSON, for 12 years in radio with various Ohio stations, and John Saunders, formerly with WFMJ Youngstown, are new members of the announcing staff of WGAR Cleveland.

RODNEY SWIFT, announcer of WGY Schenectady, and Elizabeth Masters of Richfield Springs, N. Y., were married Easter Sunday.

FRED YOUNG, formerly NBC page boy and more recently of WAGE Syracuse, is a new announcer at WPAT, Paterson, N. J.

FRANK HEMINGWAY has joined KMPC Hollywood as newscaster.

JACK LELLMAN, announcer of WJR Detroit, is the father of a boy.

Blue Signs Stowe

LELAND STOWE, author and syndicated columnist, has signed an exclusive contract with the Blue Network for a series of twice-weekly commentaries starting April 14. He will be heard in the Friday and Saturday 10 p.m. spot formerly held by John W. Vandercook, who has joined NBC and will leave shortly to join the network's invasion team.

Werner Back at WHBL

A. MATT WERNER resigned last week as general counsel of the Alien Property Custodian in Washington to return to the *Sheboygan* (Wis.) *Press* of which he is treasurer. Mr. Werner is active in the management of WHBL Sheboygan.

BEN BEZOFF, formerly news editor of KMYR Denver, has been named regional station relations chief for the OWI Domestic Radio Bureau, replacing William H. Welsh who resigned effective April 3.

MAX KOHOE, new to radio, has joined KOY Phoenix as parttime news writer.

JEAN STRICKLAND, formerly director of women's programs of KGLO Mason City, Ia., has joined CBS sales promotion and advertising department as a member of the program promotion staff. Alice Gershon, of the program department of WABC becomes staff writer, replacing Betty Hugh, who has joined the continuity department of World Broadcasting Inc.

GEORGIA FAULKNER, wife of Dick Faulkner, WBBM Chicago announcer now in the Maritime Service, has joined the WBBM transcription department staff.

ARTHUR H. ASHLEY, director of radio for A. & S. Lyons Inc., New York, has resigned.

SAM G. ROSS, manager of Press News Ltd., Toronto, radio subsidiary of Canadian Press (Canada's AP), has resigned to become director of news and special events at CKWX Vancouver. He is succeeded by Charles B. Edwards, who has been with CP since 1933.

ALLAN ZEE, for nine years night manager of WHN New York, on April 6 became producer for the Capitol Theatre. He is replaced at WHN by Louis Cucol, formerly head of the transcription department.

FRANK ARTHUR has resigned as special events and sports director of KMJ Fresno, Cal. to take over baseball announcing duties at KROW Oakland.

IF YOU WANT TO REACH ANOTHER 500,000 EARS

USE

KFDM

Blue Network, 560 K. C., 1,000 Watts

BEAUMONT, TEXAS MEANS BUSINESS

Represented by Howard H. Wilson Company

TELL YOUR CLIENTS ABOUT THIS NEW ACTIVE MARKET

ALASKA

A highway connects Alaska with the states. Planes leave on schedule from Seattle daily. Steamship schedules leave several times weekly. A network of inter-Alaska highways is under construction. Thousands of people have migrated to Alaska to take part in the war effort—thousands are staying permanently. Hundreds of soldiers have applied for homesteads. ★ Strategic metals are being mined in no small quantity to take their place beside Alaska's gold production in value. Alaska's farmers have had very profitable seasons and are pulling themselves out of the hole in spite of their handicaps. The thousands of acres of forested lands are beginning to be developed and have already contributed hundreds of square feet of spruce for America's airplane industries. ★ A vast network of airbases has been established and will be used in civilian aviation following the war. Alaska will then be on world air routes to the orient. ★ Alaska is engaged today in the building of a great state, one that will far surpass the most vivid imagination of most of us today. Its importance in world strategy, in commercial value has just begun to be realized. It is the fastest growing area on the American continent and one of the richest possessions of the United States. ★ Higher wages provide Alaskans with two to four times the buying power per capita as in the states. These people depend today upon their radio for their news, entertainment and contact with one another and with the world at large. Nowhere does the radio play such an important part in their daily lives as in the many Alaska communities. A test campaign will convince you of these facts. Costs are low for reaching this rich market. Write or wire for availabilities.

★ ★

If you have any questions regarding Alaska, her present and expectations for the future, drop me a note and I'll send you all information that may be released. ★ I still have a few more copies of our Annual Pictorial Edition of Alaska Life left. Had a lot of requests already which we were glad to send to those requesting it. It really will give you and your clients a clear picture of the Territory today. And if your clients are progressive and interested in new business and more markets, you won't let them pass over Alaska.

KINY

5000 Watts Juneau

KTKN

1000 Watts Ketchikan

★ ★

Here are a few of the advertisers who have discovered a rich new market in Alaska:

KRAFT CHEESE COMPANY
BAYER ASPIRIN
ALASKA STEAMSHIP CO.
STANDARD OIL CO. OF CALIFORNIA
NATIONAL LEAD CO.
CAMEL CIGARETTES
PRINCE ALBERT SMOKING TOBACCO
CARTERS MEDICINES
UNION OIL CO.
GOSPEL BROADCASTING ASSOCIATION
AVOSET
BULOVA WATCH
THE LUTHERAN HOUR
MENTHOLATUM
SOUTHERN PACIFIC RAILROAD
ST. FRANCIS HOTEL, SAN FRANCISCO
BLUE RIBBON BOOKS
ALASKA LIFE MAGAZINE
ALKA SELTZER

EDWIN A. KRAFT

ALASKA RADIO HEADQUARTERS

708 AMERICAN BUILDING SEATTLE 4, WASHINGTON

WHAT 1,253,600 HOUSEWIVES CAN DO

. . . In a Neighborly Mood

They can turn word-of-mouth advertising to *your* account by repeating the pleasant experiences they have had and the new uses they have found for your product. The up or down swing in the sales volume of any product sold in Northern Ohio is in their lap. They like what they know . . . and like to be reminded of it. Keep reminding them of your brand name over WTAM. The COST is only $.000073 per Housewife.

WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

America's No. 1 Network
A Service of Radio Corporation of America

Agencies

MICHAEL M. KARLAN, formerly media and production manager of Hixson-O'Donnell Adv., New York, has joined Wortman, Barton & Goold, New York, in a similar capacity.

ALBERT G. LOOMIS, formerly production manager of Tracy-Locke-Dawson, New York, now merged with Geyer Cornell & Newell, has joined Sherman K. Ellis & Co., New York, as office manager.

ROBERT COLESON, head of the Hollywood office of N. W. Ayer & Son, arrived in New York last Wednesday for a week's stay. H. L. McClinton, vice-president in charge of radio, is due back in New York April 10 after a month's visit in Hollywood and San Francisco.

WAREEN L. BASSETT, formerly executive editor of *Advertising Age*, has joined Maxon Inc., New York, as copy writer.

FRED ELDEAN, formerly assistant public relations director of General Motors Corp., has opened his own public relations office at 620 Fifth Ave., New York. One of his first clients is the National Pharmacy Committee on Public Information. No specific radio plans as yet.

SHERMAN K. ELLIS, president of Sherman K. Ellis Co., New York, has been elected chairman of the New York Council of the American Assn. of Advertising Agencies. Robert E. Lusk, vice-president, Pedlar, Ryan & Lusk Inc., has been elected vice-chairman and H. B. LeQuatte, of H. B. LeQuatte Inc., secretary-treasurer. The following were elected to the board of governors: Monroe F. Dreher, of Monroe F. Dreher Inc.; Dwight Mills, executive vice-president, Kenyon & Eckhardt Inc.; Otto Kleppner, Kleppner Co.; and Irwin Vladimir, Irwin Vladimir Co.

HARRY (RED) FOSTER of Harry E. Foster Agencies, Toronto, is on a tour of western Canadian stations.

HAROLD F. STANFIELD Ltd., is the new name of the Montreal agency, Stanfield & Blaikie.

GORDON W. RALSTON has joined Ruthrauff & Ryan, Toronto, coming from MacLaren Adv. Co., Toronto.

ALBERT FRANK - GUENTHER LAW Advertising Agency has moved its San Francisco office from the Stock Exchange Building to Room 426 of the Russ Building.

JERRY DONAHUE, honorably discharged from the Army, and former advertising manager of Richfield Oil Co., has joined Mays & Bennett Adv., Los Angeles, as time-buyer and account executive.

RICHARD C. BUSH, head of his own Waco, Tex., advertising agency, has dissolved the firm to join Botsford, Constantine & Gardner as Los Angeles manager.

JACK D. HOOD, formerly of Dean L. Simmons Adv., Hollywood, has joined Pacific Advertising Service, Los Angeles, as timebuyer and account contact.

WILLIAM WELCH, formerly OWI regional radio director for the Denver area, has joined the production department of Allied Adv. Agencies, Los Angeles.

HARRY J. DUFFY, for 25 years associated with N. W. Ayer & Sons, Philadelphia, joined Grey Adv., New York, last week, replacing Maria J. White, who resigned as director of media and timebuying April 1. Mr. Duffy has been placed in charge of all media. Herschel Deutsch continues as supervisor of radio time-buying.

JACK PITLUK GRINS in anticipation of cutting into the big birthday cake presented to him by the staff of KTSA San Antonio in celebration of the 25th anniversary of the Pitluk Advertising Co. in San Antonio last week.

New Agency Formed

ALVIN H. KAPLAN, formerly vice-president and radio director of Rose-Martin Inc., New York, will serve as radio director of a new advertising agency opening at 424 Madison Ave., New York, under the name Kaplan, Cecil & Bruck. Telephone number is Plaza 3-8462 .Further details of the new agency will be announced shortly. Among the accounts to be handled will be Newspaper Institute of America, New York, which has been using some radio. G. M. Runbaken, space buyer of Rose-Martin Inc., has taken over Mr. Kaplan's duties under the new title of media director of the agency, handling both space and timebuying.

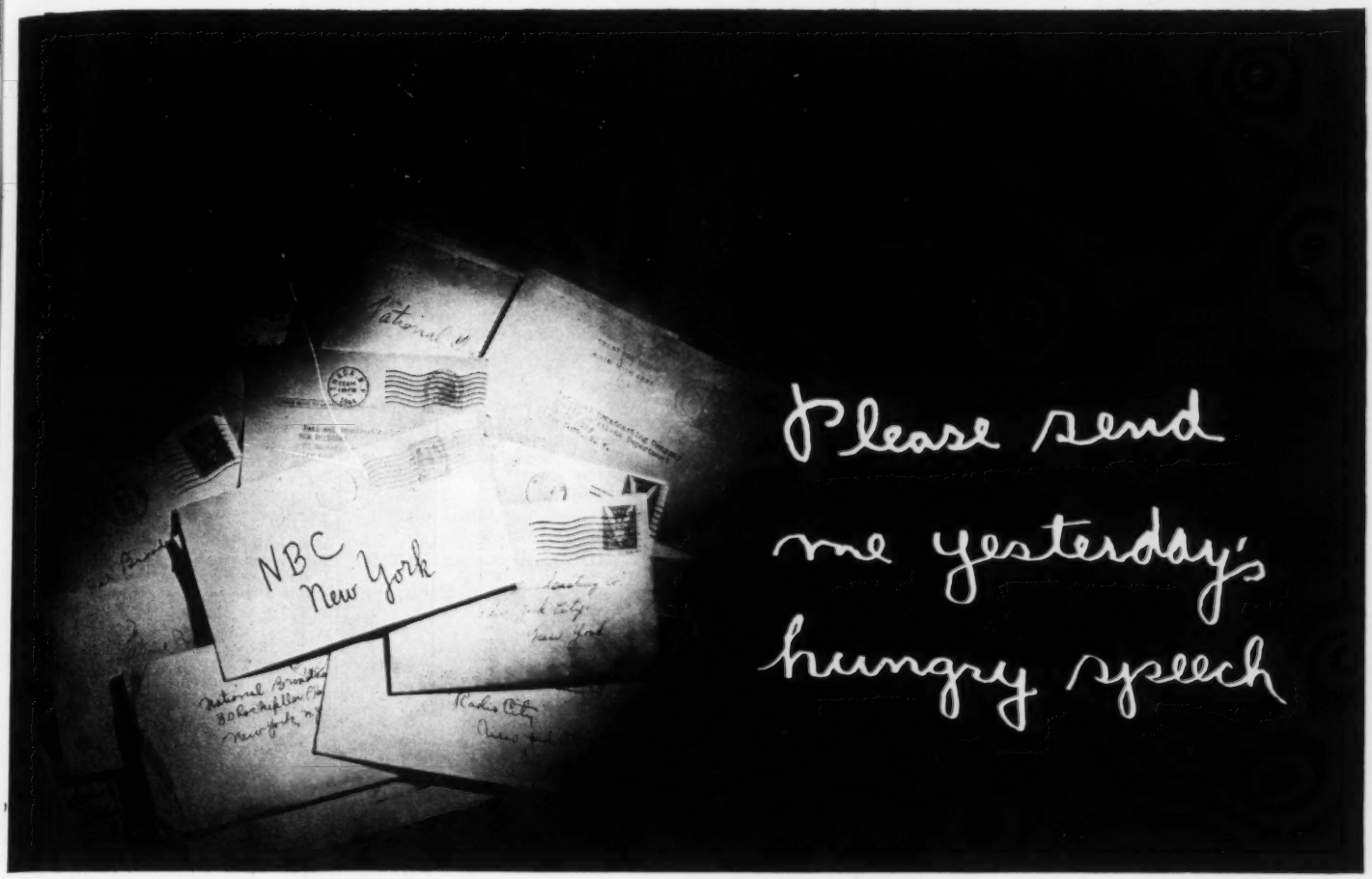
PHIL LANSDALE, having been inducted into the armed service, Robert F. Dennis Inc., Los Angeles agency, has taken over accounts of Lansdale Co. for the duration.

BERNARD H. PELZER Jr., formerly radio director of Abbott Kimball Co., New York, and previously with Benton & Bowles, New York, for four years, has been appointed head of the radio department of John H. Owen Inc., New York.

LINWOOD G. LESSIG, formerly in the sales promotion department of RCA's tube plant in Lancaster, Pa., has joined Maxon Inc., Detroit, as assistant executive on the General Electric Co. account. For the present he will operate from Albany, N. Y.

R. P. CASTELO BRANCO, associated with the Brazilian offices of N. W. Ayer & Son and McCann-Erickson Inc., has been named copy chief of the Sao Paulo office of J. Walter Thompson Co., New York.

REACH THE *Active* SALT LAKE MARKET
THROUGH
KDYL
UTAH'S NBC STATION
S. S. FOX, President
W. E. WAGSTAFF, Com. Mgr.
JOHN BLAIR & CO. National Representative



What *is* a "hungry" speech? Or when is a speech hungry?

A stickler for NBC's Information Department, interpreting and answering this youngster's letter.

Did he mean a news broadcast about a famine in India or China—or was this "juvenile jive," meaning he considered some speech "strictly from hunger"?

Neither . . ."Information" searched the files and found he wanted a speech about conditions in wartime Hungary.

Whatever his reason may have been in asking, "Information" answered this letter as faithfully as it answers 100,000 other inquiries a year from college professors, housewives, students, technicians . . .

Yes, every person who writes to NBC gets an answer—whether his question is about broadcasting, Babe Ruth, Burmese or battleships.

And what has all this got to do with advertising on the radio? Precisely this. It builds good will—and good will for an advertising medium is good will for the products it advertises.

Not a rapid way of reaching masses of people, writing letters. But NBC painstakingly handles the "little things" in radio because they add up to making the "big things" more effective.

★ ★ ★

Faithful attention to details helps NBC retain its leadership, helps make NBC "*the Network Most People Listen to Most.*"

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

NBC

A Service of Radio Corporation of America

ANY AIR EXPRESS shipment that's packaged, labeled and ready to go... SHOULD GO! Don't let it SIT! Call AIR EXPRESS right away...instead of waiting for "routine" afternoon pick-ups. Your shipment thus avoids end-of-the-day congestion when Airline traffic is at its peak. That's the secret of getting fastest delivery! SHIP WHEN READY!

And to cut costs—AIR EXPRESS shipments should be *packed compactly* but securely, to obtain the best ratio of size to weight.

A Money-Saving, High-Speed Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have recently been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-4, Railway Express Agency, 230 Park Ave., New York 17, N. Y.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

ARTHUR H. ASHLEY, has resigned as radio director of A & S Lyons Inc., New York. His future plans are not known.

WILLIAM TAYLOR, formerly on the copy staff of Foote, Cone & Belding, New York, has joined the copy department of Kenyon & Eckhardt, New York.

TED LONG, radio program producer of BBDO New York, has been named television director, replacing John Southwell, who has resigned to head the television department of Young & Rubicam, New York.

REGGIE MORGAN, copy chief of Ruthrauff & Ryan, New York, has taken on additional duties as head of the agency's television activities. Tom Hutchinson, former television head, has resigned. His future plans are not known .

STUART REYNOLDS, account executive of BBDO, Los Angeles, on April 10 joins Don Lee Broadcasting System, Hollywood. He replaces Ed Kemble, now with the Marines.

3 Subsidiaries Merge Under New Muzak Corp.

TO PROVIDE for a more closely coordinated and integrated operation, Associated Music Publishers have completed a merger of three subsidiary companies—Wired Radio Inc., Muzak Corp. and Muzak Transcriptions Inc.—into a single organization which will operate under the name of Muzak Corp., it has been announced by C. M. Finney, president of AMP and also of Muzak Corp.

J. R. Smith, former president of Muzak Transcriptions, becomes vice-president and general manager of the transcription division of the combined organization. Bertha Tallman, vice-president of the old Muzak Corp., is vice-president in charge of the new company's program service division. William J. Herdman, who for a number of years headed the wired Radio laboratories, is vice-president in charge of research and development. John Andrus, who continues as treasurer of AMP, will also serve as treasurer of Muzak Corp.

Utility Sponsors Games

CINCINNATI GAS & Electric Co. and its affiliated companies in southwestern Ohio and northern Kentucky will sponsor play-by-play broadcasts of Cincinnati Reds games on WSAI this year for the second consecutive season, Walter A. Callahan, station general manager, announced last week. Commercials will stress public services of the utility and the need to conserve gas and electricity as wartime fuels. Roger Baker and Dick Bray will handle the games. Sunday, night and twilight games will not be aired.

AAAA to Hear Report

A. K. SPENCER, head of the radio department of J. Walter Thompson Co., and chairman of the radio committee of the American Assn. of Advertising Agencies, will report on the expanded CAB set-up, the new AFRA codes, AFM rates and other radio developments of the past year at the AAAA annual meeting to be held April 11 at the Waldorf-Astoria, New York.

WLB Plans AFRA Study For Non-Network Fees

WAR LABOR Board will hold a hearing April 21 in Chicago on the commercial fee schedules for announcers employed at non-network stations, according to the American Federation of Radio Artists. Ray Jones, Chicago executive secretary of AFRA, has prepared the union's case, AFRA reported.

In NEW YORK, AFRA has renewed its contract with WEVD for another year, effective April 1, calling for increases for staff announcers. In Charlotte the WLB has approved a contract with WBT, giving $2.50 weekly raises to AFRA members, retroactive to March 1, 1943. Leonard Lyons, national field representative of AFRA, has concluded a contract with WHK-WCLE Cleveland, and a new contract was to have been submitted to KYW Philadelphia last week.

AFRA announced that committees are working on terms for new codes covering both live and transcribed performances, although the present contracts do not expire until Nov. 1 and negotiations for the new ones will not begin before September. Ned Wever has been named by the AFRA national board as coordinating chairman for these committees.

New Cincinnati Agency

A NEW advertising agency has opened in Cincinnati with offices in the Union Trust Bldg., by Bert Johnston, author of the book, *One Nation for Sale.* Mr. Johnston served five years with Philip Morris in Canada doing sales work, six with Sears, Roebuck & Co. and from 1931-1943 was with Kroger Grocery & Baking Co. in Cincinnati, as director of advertising and display. After leaving Kroger he joined Ralph H. Jones Co. of Cincinnati and New York as vice-president.

Mr. Johnston

Hubbell to Magazine

DICK HUBBELL, formerly television advisor for N. W. Ayer & Son, New York, is now editor of *Television Review*, a new quarterly magazine. Associate editor is Tom Kennedy, formerly radio editor of the *N. Y. Times.*

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST No. 1!

Yes, sir, guys, the hundreds of letters received were so swell that *double* first prize winners had to be awarded each of the first four months and there were *triple* first prize winners the fifth and last month . . .

SO—HERE WE GO AGAIN!

Get in on this NEW letter contest—write and tell us your *first hand* experiences with *all* types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Your letter must be received by midnight, the last day of each month.)

For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain.

Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do.

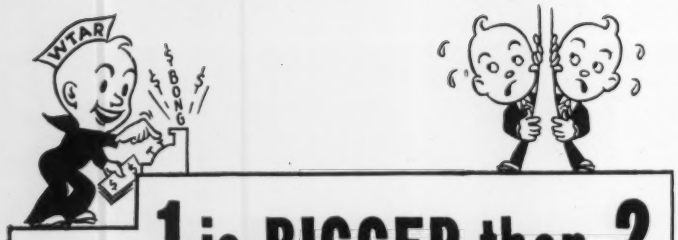
Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.

BUY MORE BONDS!

ARMY E NAVY

hallicrafters RADIO

THE HALLICRAFTERS CO. MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.



1 is BIGGER than 2

it's a fact!

The NORFOLK Metropolitan Market is BIGGER than . . .

Akron plus Altoona, Memphis plus Montgomery,

Richmond plus Reading, Denver plus Decatur,

Canton plus Chattanooga, Tampa plus Trenton...

There are more people, to buy more things, in Norfolk-Portsmouth-Newport News area than in 111 of the 137 leading U. S. Metropolitan Markets,* more than double the buyers in 81 of them.

*According to the Census Bureau's estimate, Nov. 1, 1943.

POSTWAR?

"Class A-2 Area," Census Bureau's Asst. Dir., Dr. Philip M. Hauser, says. "Most rapid wartime growth plus excellent prospects of retention."

WTAR is the ONE station in this big, rich market that reaches MORE listeners than all other stations COMBINED.

5,000 WATTS DAY AND NIGHT NBC NETWORK

WTAR NORFOLK VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

Radio Advertisers

CARSON, PIRIE SCOTT & Co., Chicago (department store), on April 9 renewed sponsorship of its quarter-hour Sunday *Distinguished Guest House* program on WGN Chicago. Contract for 13 weeks was placed through Smith, Benson & McClure, Chicago. Store also renewed sponsorship April 3 of its quarter-hour Monday through Friday morning program, *Wishing Well*, on WGN. Contract is for 13 weeks. Agency is Wade Adv., Chicago.

NATIONAL PAPER Products Co., a division of Crown-Zellerbach Corp., San Francisco, has appointed Wortman, Barton & Goold, New York, to handle its advertising. Products are diapers, toilet tissue and towels. A spot radio campaign is now in preparation.

ROBERT KEITH'S, Kansas City home furnishing concern, has begun sponsorship of a Thursday evening half-hour program series on KMBC, the first of which, during March, featured the Kansas City Philharmonic Orchestra.

CIRCULEX CORP. of Canada, Toronto, (therapeutic health units) has started a transcribed quarter-hour program twice weekly on CKCL Toronto. Account was placed by Walsh Adv. Co., Toronto.

AMERICAN HOME PRODUCTS Corp., Jersey City, N. J., has started transcribed quarter-hour program *So the Story Goes* on CFRB Toronto, CKY Winnipeg, CBM Montreal. Account was placed by Dancer-Fitzgerald-Sample, Chicago.

NATIONAL SUPPLY Co., Torrance, Cal. (aircraft equipment), is sponsoring a five-weekly quarter-hour transcribed musical program on KMPC Hollywood. Contract is for 13 weeks, having started in mid-March. Charles N. Stahl Adv., Los Angeles, has the account.

BU-TAY PRODUCTS Ltd., Los Angeles (Raindrops, detergent), in addition to daily spot announcements on KOL KIDO KUTA KVOA, also is participating in programs on KXL KFRC KHJ KTAR. In a revision, other stations will be added to the list in early May. Agency is Glasser-Gailey & Co., Los Angeles.

SEARS ROEBUCK & Co., Los Angeles (retail), has appointed Ruthrauff & Ryan Inc., Hollywood to handle its advertising. Firm is currently conducting a spot campaign in southern California, utilizing major stations.

THE FAIR STORE, Chicago, began sponsorship of a daily quarter hour news broadcast, on WCFL Chicago, Mondays thru Saturdays, 10-10:15 p.m. (CWT), and starts newcasts Mondays thru Saturdays, 7:45 to 8 a.m. (CWT), on April 17. Contracts are for 52 weeks. Agency is Ivan Hill, Chicago.

STATE REPUBLICAN Committee of Illinois has purchased 13 quarter-hour programs on four Blue Network stations in the Midwest for the period preceding the Illinois primary election. Stations on which Illinois Republican speakers will be heard are: WENR Chicago, KMOX St. Louis, WROK Rockford and WCbS Springfield. Agency is McJunkin Adv. Co., Chicago.

AVOSET Inc., San Francisco ("stabilized" bottled dairy cream), has appointed Beaumont & Hohman, San Francisco, as its advertising agency. Firm currently is using radio in Alaska and Hawaii.

Miami Beach First City To Buy Network Time

CITY OF MIAMI Beach, Fla., will sponsor a weekly half-hour broadcast, *Miami Beach Time*, starting April 16, 3 p.m., on 30 MBS stations in the Midwest and East. It is believed this is the first time a municipality has purchased time on a network. Program is designed to build up the city as a permanent post-war settling place, rather than as a seasonal resort.

Highlighting Miami Beach as a rehabilitation center for service men, the broadcasts will be in the form of audience participation quiz programs with men and women of the armed forces who have served overseas taking part. Del Crosby, former Hollywood and New Orleans radio producer, will be m.c. Contract is for 13 weeks. Agency is Cecil & Presbrey, New York.

Blakeslee Appointed

M. F. BLAKESLEE has been appointed eastern regional manager for the sale of all RCA Victor products, it was announced last week by Frank M. Folsom, vice-president in charge of the RCA Victor Division. With headquarters in New York, Mr. Blakeslee will be in charge of the Eastern Seaboard territory extending from Maine to Virginia, and from New York to Cleveland. Joining RCA in 1935 as a member of a special sales group, Mr. Blakeslee later became special Texas representative for RCA packaged goods products, and was then promoted successively to district sales manager of the Atlanta, Chicago and New York territories.

HARLE PUBLICATIONS, New York, publishers of horoscope and crossword puzzle books, has appointed Ralph H. Jones Co., New York, as advertising agency. Agency has also been named to handle Comic Corp. of America, New York, publisher of *Band Leaders*, a monthly publication, and other entertainment field magazines. Radio is being considered for both accounts.

KELITE PRODUCTS Inc., Los Angeles, manufacturers of industrial chemicals, has created a separate division, the Kenu Products Co., for manufacturing and marketing of its packaged product, Kenu cleanser. Augmenting its current advertising schedule, Kenu in a Southern California campaign on April 3 started for 13 weeks using daily transcribed chain break and one-minute announcements

KTFI

TWIN FALLS · IDAHO

IT HELPED WIN A GREAT BATTLE

Sealed in this box and deposited in the vaults of the Bell Telephone Laboratories is a special device that helped win a great battle. It is being preserved for its historical significance.

Such things do not just happen. New instruments of war may appear suddenly on the battle-fronts. But behind them are long years of patient preparation.

Our scientists were organized to have this device ready for battle—just as our fighting forces were organized to be ready for that battle.

Developing secret military devices is a big job but big forces are busy on it, day and night.

Concentrating on this job are more than 7000 people in the Bell Telephone Laboratories. Its scientists and engineers and their skilled associates form a highly organized team, experienced in working things out.

Today's work for war had its beginning many years ago when these laboratories were founded as part of the Bell System's service to the public.

BELL TELEPHONE SYSTEM

on KFI KNX KHJ, and on April 10 resumes a similar schedule on KFSD. Firm also sponsors a weekly 15-minute recorded musical program *Heart Strings* on KWKW. Agency is Little & Co., Los Angeles.

WILBERT PRODUCTS Co., New York, has appointed Duane Jones Co., New York, to handle its line of household waxes and polishes. Some spot radio has been used but none is planned at present.

JABERT PHARMACAL Co., Freeport, N. Y., is preparing an advertising campaign for Benzomint, a 40-year old cough drug acquired by Jabert a year ago, and has appointed Diener & Dorskind Inc., New York, as agency.

FISHER AIRCRAFT, General Motors subsidiary in Cleveland, has begun sponsorship of a six-weekly quarter-hour newscast over WJW Cleveland.

For Memorial

RAYMOND GRAM SWING, Blue commentator, who recently received the $1,000 Alfred I. duPont Radio Commentator Awards, has turned over the money to the Raymond Clapper Memorial Fund, set up in honor of the late Mutual commentator and Scripps-Howard columnist.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., started sponsorship April 1 of a quarter hour program, *Robert Hurleigh and the News*, Saturdays, WBBM Chicago. Contract is for 42 weeks. Agency is Goodkind, Joice & Morgan, Chicago.

NATIONAL MILITARY Flight Academy, Los Angeles (training school for women), new to radio, on March 22 started sponsoring a daily quarter-hour recorded musical program on KIEV Glendale with five spot announcements per week on KMPC Hollywood. Contracts are for 13 weeks. Agency is Charles N. Stahl Adv., Los Angeles.

UNIVERSAL PICTURES Co. Inc., Universal City, Cal., in a week's campaign for local premiere of film, "Gung Ho" on March 31, used approximately two dramatized transcribed announcements daily on KHJ KFI KECA KNX KFWB KMPC. Schedule also included five-minute transcribed interview with author of "Gung Ho" on KMPC. Agency is the Mayers Co. Los Angeles. Vernon D. Davis is account executive.

ALLEN V. SMITH Inc., Marcellus Falls, N. Y., has appointed Alley & Richards Co., New York, to handle advertising for dried peas, beans, barley and other products for which it handles packaging. Account will continue to use participations on WABC New York, with no change in plans for the present.

REPUBLIC PICTURES, New York, has signed for spot announcements on WBY WEED WORL WCOP to promote the Boston opening of "The Lady and the Monster," April 12. Agency is Donahue & Coe, New York.

NATIONAL ACADEMY of Dress Design, Chicago, has named O'Neil, Larson & McMahon, Chicago, to handle its advertising. No radio is contemplated at present.

ALLIS-CHALMERS PROMOTES

ALLIS-CHALMERS Mfg. Co., Milwaukee, has elevated three executives to vice-presidencies. They are: William C. Johnson, general sales manager, with the firm since 1924; James M. White, works manager since 1941; and William A. Roberts, tractor division manager.

New Scull Product

WILLIAM S. SCULL Co., Camden, N. J., which has used radio for its Boscul tea and coffee and Minute Man Soups, has announced the introduction of a new processed rice, "Trice," in six test markets—Charlotte, Syracuse, Altoona, Harrisburg, Nashville, and Columbus. Intensive newspaper campaign has already started. No radio plans as yet. Agency is Compton Adv.

AMERICANS NAMED IN MEXICAN'S SUIT

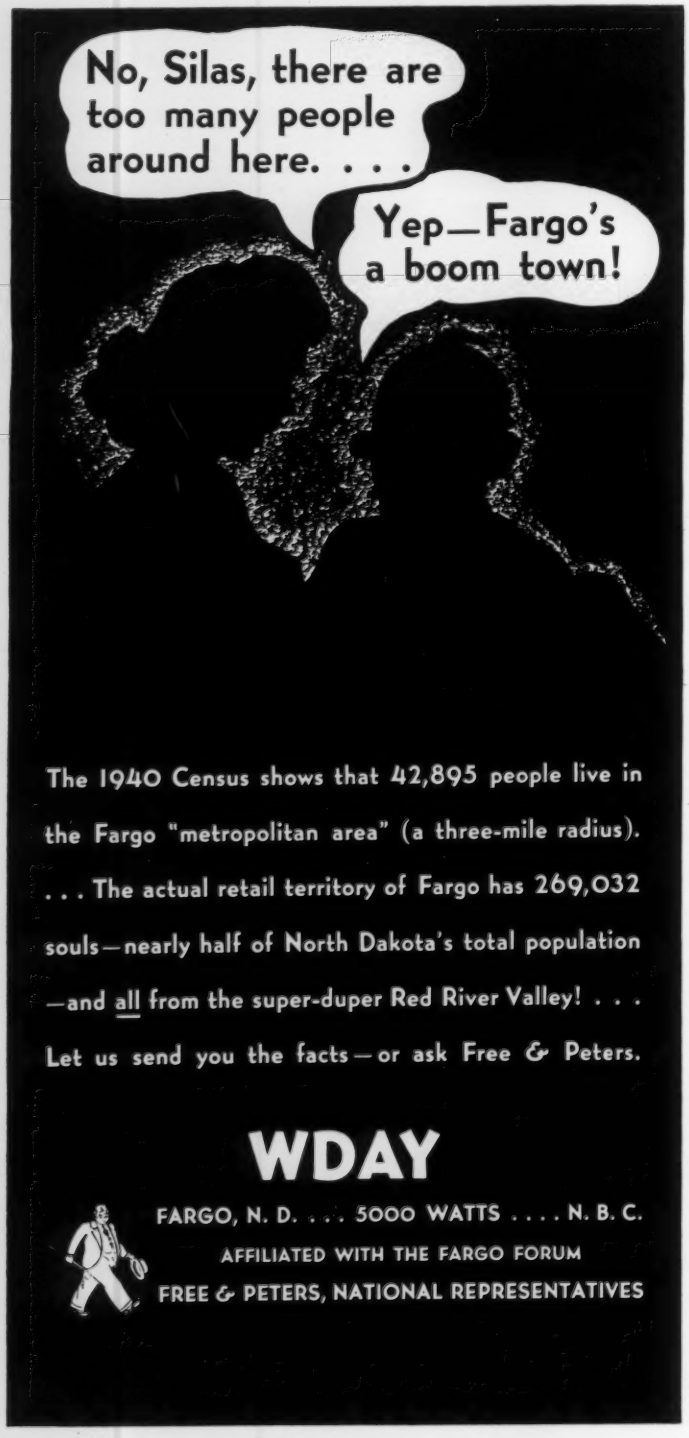
IN A CONTINUANCE of litigation involving XEG Monterrey, Mexico, Rodolfo Junco de la Vega, publisher of *El Sol*, Monterrey, formerly identified also with the radio station, has filed a suit for approximately $96,000 in the Texas courts against a number of Americans said to be identified with commercial operation of the station. The suit, according to an article published in the *San Antonio Express*, March 8, is against James A. Savage and W. R. Cammack, of San Antonio, and O. Jolliffe and D. A. Glenn, of Kansas.

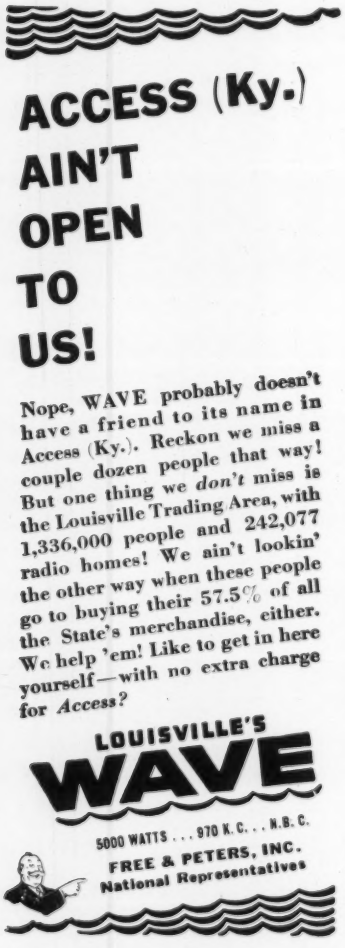
Mr. Savage is the head of North American Advertising Agency, of San Antonio, sales representatives of the station. The suit, filed in District Court, alleged that the plaintiff had a contract with the defendants for $50,000 annually, beginning Sept. 1, 1941, to conduct the business of the defendants, which he says was not fulfilled.

Senor de la Vega last year filed a civil suit against Broadcasting Publications Inc., publishers of BROADCASTING, in the U. S. District Court for the Western District of Texas at San Antonio, alleging and claiming that he had been libeled in an article published in BROADCASTING relating to the revocation of the license of XEG, because of the publisher's views on international affairs. BROADCASTING regrets the reference to Senor de la Vega and did not intend by such publication to create the impression that Senor de la Vega was not a patriotic Mexican National.

WORKS MANAGER C. L. Van Derau, of Westinghouse Electric & Mfg. Co. plant, Mansfield O., received the National Security Award on behalf of the employe defense force from Maj. Van R. H. Sternbergh, representing the Office of Civilian Defense in Washington. It was the third Westinghouse plant to receive the citation, awarded to less than 20 plants in the entire country.

"She got the idea from a blow-by-blow description over WFDF Flint."


No, Silas, there are too many people around here. . . .
Yep—Fargo's a boom town!
The 1940 Census shows that 42,895 people live in the Fargo "metropolitan area" (a three-mile radius). . . . The actual retail territory of Fargo has 269,032 souls—nearly half of North Dakota's total population —and all from the super-duper Red River Valley! . . . Let us send you the facts—or ask Free & Peters.
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES


ACCESS (Ky.) AIN'T OPEN TO US!
Nope, WAVE probably doesn't have a friend to its name in Access (Ky.). Reckon we miss a couple dozen people that way! But one thing we don't miss is the Louisville Trading Area, with 1,336,000 people and 242,077 radio homes! We ain't lookin' the other way when these people go to buying their 57.5% of all the State's merchandise, either. We help 'em! Like to get in here yourself—with no extra charge for Access?
LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

A NEW STAR IS BORN

SAM ADAMS

YOUR HOME-FRONT QUARTERMASTER

NOW SPONSORED ON THESE STATIONS

WTBO	Cumberland, Md.	WHBC	Canton, Ohio
KXOK	St. Louis, Mo.	WGKV	Charleston, W. Va.
WLDS	Jacksonville, Ill.	WPAR	Parkersburg, W. Va.
WJIM	Lansing, Mich.	WBLK	Clarksburg, W. Va.
KIRO	Seattle, Wash.	WLEU	Erie, Pa.
KSL	Salt Lake City, Utah	WEST	Easton, Pa.
WIBX	Utica, N. Y.	WKWK	Wheeling, W. Va.
WEAU	Eau Claire, Wisc.	WLVA	Lynchburg, Va.
KROC	Rochester, Minn.	WDBJ	Roanoke, Va.
KFXJ	Grand Junction, Colo	WHIS	Bluefield, W. Va.
KPLC	Lake Charles, La.	WJLS	Beckley, W. Va.
WJPF	Herrin, Ill.	WBRW	Welch, W. Va.
WGRC	Louisville, Ky.	WSTP	Salisbury, N. C.
WHEC	Rochester, N. Y.	WBBB	Burlington, N. C.
WCAE	Pittsburgh, Pa.	WHKY	Hickory, N. C.
WJEJ	Hagerstown, Md.	WSPA	Spartanburg, S. C.
KWTO	Springfield, Mo.	WIZE	Springfield, O.
WKBV	Richmond, Ind.	WGBF	Evansville, Ind.
WHLD	Niagara Falls, N. Y.	WDZ	Tuscola, Ill.
WEBR	Buffalo, N. Y.	KSAL	Salina, Kansas
WDBO	Orlando, Fla.	KLZ	Denver, Colo.
WQAM	Miami, Fla.	KOBH	Rapid City, S. D.
WFMJ	Youngstown, Ohio	KIEM	Eureka, Cal.
WFDF	Flint, Mich.	KOH	Reno, Nevada
WTTM	Trenton, N. J.	KMPC	Los Angeles, Cal.
WBOW	Terre Haute, Ind.	WNBH	New Bedford, Mass.
WOC	Davenport, Iowa.	WSAR	Fall River, Mass.
WTAD	Quincy, Ill.	KWKH	Shreveport, La.
WAIR	Winston-Salem, N. C.	WWL	New Orleans, La.
WMFR	High Point, N. C.	WCOC	Meridian, Miss.
WMFJ	Daytona Beach, Fla.	WCBI	Columbus, Miss.
WTSP	St. Petersburg, Fla.	WAML	Laurel, Miss.
WGBG	Greensboro, N. C.	WSIX	Nashville, Tenn.
WTAD	Clinton, Iowa.	WLBJ	Bowling Green, Ky.
WKST	New Castle, Pa.	WNOX	Knoxville, Tenn.
WJNO	West Palm Beach, Fla.	WHLS	Pt. Huron, Mich.
WAOV	Vincennes, Ind.	WBCM	Bay City, Mich.
WHBF	Rock Island, Ill.	WRAL	Raleigh, No. Car.
KYSM	Mankato, Minn.	WTAL	Tallahassee, Fla.
WKOK	Sunbury, Pa.	WRAK	Williamsport, Pa.
WJTN	Jamestown, N. Y.	WIP	Philadelphia, Pa.
WMGA	Moultrie, Ga.	WHP	Harrisburg, Pa.
KGU	Honolulu	WHDL	Olean, N. Y.
WOCB	Yarmouth, Mass.	WENY	Elmira, N. Y.
WCSH	Portland, Maine	WFBG	Altoona, Pa.
WMUR	Manchester, N. H.	WPAX	Thomasville, Ga.
WBRY	Waterbury, Conn.	WGOV	Valdosta, Ga.
WDEL	Wilmington, Del.	WMBG	Richmond, Ga.
WEEU	Reading, Pa.	KDTH	Dubuque, Ia.
WCBA	Allentown, Pa.	KFBK	Sacramento, Cal.
WJBO	Baton Rouge, La.	KROW	Oakland, Cal.
WKBH	LaCrosse, Wis.	WLBZ	Bangor, Maine.
KWNO	Winona, Minn.		

Unique New Transcribed Show Wins Amazing Audiences . . . Now on 108 Stations

HERE is a program every station manager will want to hear immediately. Here is a program that has audience-appeal . . . a terrific merchandising hook that has built amazing audiences for *108 sponsors* on *108 stations.*

SAM ADAMS is a quarter-hour transcribed program built around a typical folksy American grocer at a time when shortages and rationing has sky-rocketed public interest in grocers. It's a natural!

What Happened

SAM ADAMS went on the air last fall. The show with its humorous human interest appeal was an instantaneous success.

Telephone surveys made recently in ten key markets showed average audience of 50% of sets tuned in! After six months on the air, almost 100% of the sponsors renewed for another six months!

Why

SAM ADAMS HOLDS its audience! . . . teeming with human interest . . . entertainingly written . . . spiced with sparkling humor.

SAM ADAMS is network caliber . . . features outstanding network dramatic actors from top network shows.

SAM ADAMS packs a terriffic punch with dealers . . it's the only quarter-hour transcribed serial show built around a typical grocery store . . the only show built to help make consumers understand the grocer's current problems!

SAM ADAMS builds solid consumer loyalty . . is supported by a new type of merchandising plan.

TYPICAL HOOPERATINGS ON SAM ADAMS

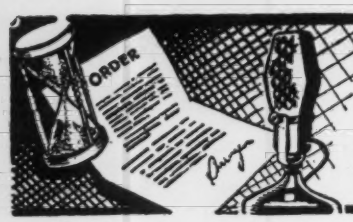
	Rating	% of audience
Youngstown WFMJ	9.5	43.2
Station B	3.0	13.5
Davenport, Ia. WOC	9.2	34.6
Station B	4.6	17.3

Write, or Wire today for Availability in your City

HARRY JACOBS PRODUCTIONS

745 Fifth Ave., N. Y.

Producers of Programs that sell



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI San Antonio

DuPont Semesan Co., Wilmington (Semesan), 6 *t* weekly, 26 weeks, thru BBDO. N. Y.
Block Drug Co., Jersey City (Gold Medal capsules), 5 *t* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Marlin Firearms Co., New Haven (Marlin blades), *t* weekly, 13 weeks. Craven-Hedrick Adv. Agency, N. Y.
Beich Candy Co., Bloomington, Ill. (Whiz candy bars) 2 *t* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.
Consolidated Royal Chemical Co., Chicago (drugs), 6 *t* weekly, thru O'Neill, Larson & McMahon, Chicago.

KPO San Francisco

Langendorf United Bakeries, San Francisco (wheat bread), *sp* weekly, 52 weeks, thru Pacific Coast Adv. Agency, San Francisco.
Loma Linda Food Co., Arlington, Calif. (Vegemeats), *sp* weekly, thru Gerth-Pacific Adv. Agency, San Francisco.
Pure Foods Co., Mamaroneck, N. Y. (Herb-Ox boullion cubes) 3 *sp* weekly, thru J. M. Mathes Inc., N. Y.
Breuner's, Oakland, Calif. (home furnishings), 2 *sa* weekly, 52 weeks, thru Emil Reinhardt, Oakland.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 3 *sp* weekly, 29 weeks, thru MacFarlen Aveyard Adv. Agency, Chicago.
National Lead Co., San Francisco (Dutch Boy paints), 3 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.

WABC New York

Armour and Co., Chicago, (Chiffon Soap Flakes), 4 *sa* weekly, thru Foote, Cone & Belding, N. Y.
H. J. Heinz Co., Pittsburgh (Heinz 57 Beef Steak Sauce), 5 *sa* weekly, thru Maxon Inc., N. Y.
C. F. Mattlage Sales Corp., New York (French Salad dressing), *sa* weekly, thru St. Georges & Keyes, N. Y.
Select Theatres Corp., New York, 2 *sa* weekly, thru Blaine-Thompson Co., N. Y.
Vick Chemical Co., New York (Cough drops, Vatronol), 3 *ne* weekly, 52 weeks, thru Morse International, N. Y.

WHO Des Moines

Sargent & Co., Des Moines (feeds), 5 *sa* weekly, 52 weeks, thru Fairall & Co., Des Monies.
Colonial Baking Co., Des Moines (Colonial Bread), 8 *ta* weekly, 52 weeks, thru Fairall & Co., Des Moines.
Uncle San Breakfast Food, Omaha, 5 *sa* weekly, 52 weeks, thru Buchanan-Thomas Co., Omaha.
Johnson & Johnson, New Brunswick (baby powder), 5 *ta* weekly, 13 weeks, thru Young & Rubicam, N. Y.
G. E. Conkey Co., Cleveland (Y-O Feeds), *sp* weekly, 13 weeks, thru Rogers & Smith, Chicago.

WFIL Philadlphia

Philadelphia & Reading Coal & Iron Co., Philadelphia (coal), 3 *sa* weekly, 39 weeks, thru McKee & Albright, Philadelphia.
Philadelphia Hotel Assn., Philadelphia (hotel service), *t* weekly, 13 weeks, thru Robert L. Hance, Philadelphia.
Mason, Au Magenheimer Confectionery Mfg. Co., New York (Mason Candy), 6 *sa* weekly, 53 weeks, thru J. R. Owen, N. Y.

KFI Los Angeles

Fitzsimmons Stores, Los Angeles (chain grocers), 5 *ne* weekly, 52 weeks, thru McElroy Adv., Los Angeles.
National Lead Co., San Francisco (Dutch Boy paints), 2 *sa* weekly, 52 weeks, thru Erwin, Wasey & Co., San Francisco.
Santa Fe Railway, Chicago (transportation), 5 *ta* weekly, thru Leo Burnett Co., Chicago.
Coast Federal Savings & Loan Co., Los Angeles (investments), weekly *sp*, 13 weeks, thru Frank Peterson Adv., Los Angeles.

WOR New York

Skinner Mfg. Co., Omaha, (Rasin Bran Cereal), 21 *sa* weekly, 13 weeks, thru Ferry-Hanly Co., Kansas City.
H. C. Brill Co., Newark (spaghetti sauce), *sa* weekly, 52 weeks, thru Tracy Kent & Co., N. Y.
John Opitz Inc., New York (j-o Insecticide), *sa* weekly, 26 weeks, thru Tracy Kent & Co., N. Y.
Hearn's Department Stores Inc., New York, *sa*, 52 weeks, direct.
Allen B. Smith Co., New York (Smith's Split Peas), *sa*, 13 weeks, thru Alley & Richards Co., N. Y.

WJJD Chicago

Newark Electric Co., Chicago (radio supplies), *sp* weekly, 52 weeks, direct.
Kass Clothiers, Chicago, 20 *sa* weekly, 52 weeks, thru Irving Rocklin & Assoc., Chicago.

KQW San Francisco

Carter Products, New York (Carter's pills), 9 *ta* weekly, 13 weeks, thru Ted Bates Inc., N. Y.
Sunset Magazine, San Francisco (garden guide), 3 *sp* weekly, 13 weeks, thru Brisacher, Van Norden & Staff, San Francisco.
New Century Beverage Co., San Francisco (Belfast Sparkling Water), 5 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Kilpatrick Bakeries, Oakland, Cal. (bread), *sa* weekly, 52 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Colgate-Palmolive-Peet Co., San Francisco (Peet soap), *sa* weekly, 52 weeks thru Leon Livingston Adv. Agency, San Francisco.
E. Fougera Inc., New York (Don Juan lipstick), 5 *ta* weekly, 52 weeks, thru J. M. Korn & Co., N. Y.
Skinner Mfg. Co., Omaha (Raisin Bran), 7 *ta* weekly, 52 weeks, thru Ferry-Hanly Co., Kansas City.
H. J. Heinz Co., Detroit (Heinz products), 5 *ta* weekly, 52 weeks, thru Maxon Inc., Detroit.
National Lead Co., San Francisco (paints), 2 *sa* weekly, 52 weeks, thru Erwin, Wasey & Co., San Francisco.

KYW Philadelphia

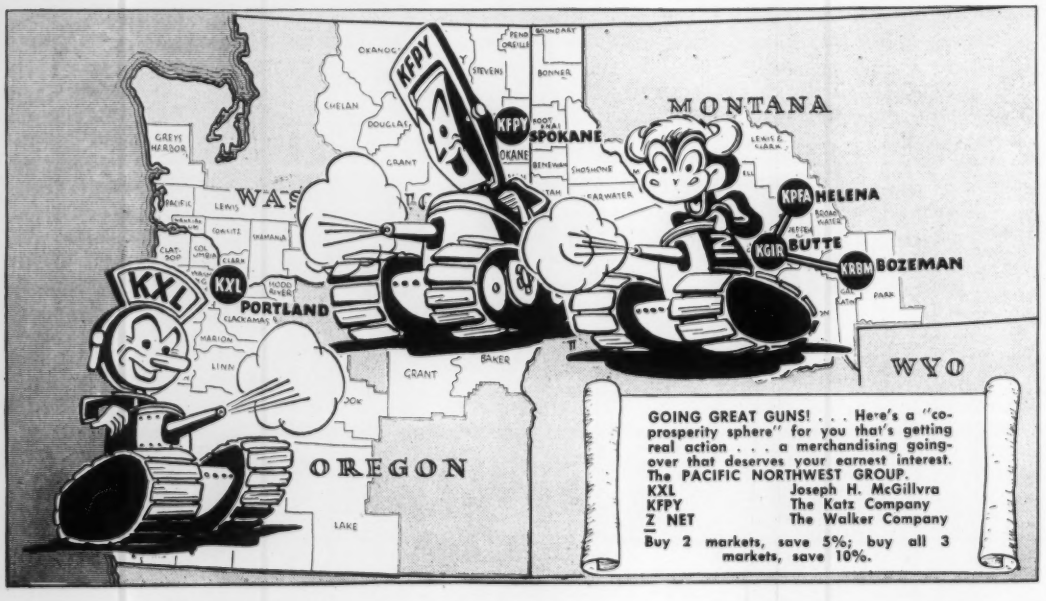
Bulova Watch Co., New York, 21 *sa* weekly, thru Biow Co., N. Y.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 3 *ta* weekly, 33 weeks, thru MacFarland, Aveyard, Chicago.
Edward G. Budd Mfg. Co., Philadelphia (help wanted), 6 *sa* weekly, thru Lewis & Gilman, Philadelphia.
Arrow Stores, Philadelphia (men's clothing stores), 2 *ta* weekly, 13 weeks, thru Harry Feigenbaum, Philadelphia.
Skinner Mfg. Co., Omaha, (Raisin Bran), 2 *sa* weekly, thru Ferry-Hanly, Kansas City.
Radbill Oil Co., Philadelphia (Renuzit Cleaner) 6 *sa* weekly, 13 weeks, thru Harry Feigenbaum, Philadelphia.

KFAC Los Angeles

Los Angeles Escrow Co., Los Angeles (institutional), 6 *sp* weekly, 52 weeks, thru Darwin H. Clark Adv., Los Angeles.
Omega Shoe Polish Co., Los Angeles (shoe polish), 6 *sa* weekly, 4 weeks, thru John F. Riordan Co., Los Angeles.
Postal Union Life Insurance Co., Hollywood (insurance), 6 *sp*, thru Associated Adv. Agencies, Los Angeles.

KHJ Hollywood

Dad's Root Beer Co., Chicago, 2 *sa* weekly, 13 weeks, thru Malcom-Howard, Chicago.



Agencies Expand Use of Television

J. Walter Thompson Names Two Creative Executives

TELEVISION activities of advertising agencies appeared to be gaining momentum last week, according to a check which shows several firms with new plans for experimental telecasts, under the direction of men especially assigned to the field.

At J. Walter Thompson Co., plans were being made for a regular weekly telecast for several unnamed products on W2XWV, the Allen B. Du Mont Labs. experimental station, or on WRGB Schenectady, commercial outlet operated by General Electric Co. Station and starting date are still to be determined. Agency's newly organized television set-up is headed by two television "creative executives" from the radio department, Tom Weatherly and Gene Kuhne, who was with BBDO before joining J. Walter Thompson some time ago.

Newell-Emmett Co. has already produced two telecasts on W2XWV, one for Kirkman Division, Colgate-Palmolive-Peet Co., and the other for Liggett & Myers (Chesterfields). Third program last Tuesday was for Proctor Electric Co., manufacturers of household electrical products, and other programs are to follow for this account. Agency has not secured a regular period and will continue to use television on a sporadic basis. Ed Franklin supervises television.

Under the direction of John F. Barry, head of its newly-organized motion picture division, Young & Rubicam will start a regular series on W2XWV in May.

CIO Would Air Congress

A RESOLUTION adopted by the San Francisco Branch, National Maritime Union (CIO), urging the broadcast of "important proceedings of Congress," introduced in the House by Rep. Carter (R-Cal.), has been referred to the Rules Committee with little likelihood that any action will be taken. The resolution declared: "It is well known that if the people of this nation could hear the voices of Congressmen who shout 'white supremacy' in the very accounts of Hitler, could hear the arguments of Congressmen who fight subsidies that would keep prices down, could hear the words of Congressmen who tried to suppress the right of millions of soldiers to vote, and could hear the debates on how to hamstring the Administration's war program by defeating an adequate tax law, they would defeat those Congressmen at the polls."

FTC Complaint

REX DIATHERMY Corp., Brooklyn, was charged by the Federal Trade Commission last week with misrepresenting in radio and other advertising in the Italian language the curative properties of its diathermy machines and with failing to reveal that use of the machines by unskilled persons may result in injury to health.

GE Offers New Electronic Tube

(*Continued from page 11*)

program service, Mr. McLean suggested that with a 16 MM silent motion picture camera and a magnetic wire recorder he can make inexpensive commercial and news films of local interest. As the local audience expands, the local operator may wish to add a portable pick-up unit, which Mr. McLean described as including "a small truck with portable sight and sound transmitters and a portable camera unit. The camera could be installed on the roof of the truck along with a parabolic antenna reflector which would beam the picture and sound back to the main transmitter. The addition of this unit would provide on-the-spot programs for the local audience."

Mr. McLean reported that G-E estimates indicate a growth of television broadcasting from the nine stations now operating and the 40 more for which applications have been filed and which presumably will be ready to start within 18 months to two years after the end of the war, with 67,000,000 people, over half the population of the country, within their service areas.

At the end of his address, Mr. McLean reported that the *New York Daily News* had placed an order with G-E for post-war delivery of complete equipment for a 40-kw television station to be located in the Daily News Building, duplicating an order placed earlier with G-E by the *Chicago Tribune*.

A. A. Brandt, general sales manager of the electronics department, reported that G-E is planning to produce home receivers of the direct-viewing type at "popular prices," defining that term as around $200, based on pre-war levels. These sets will have 12-inch viewing tubes, he said, to insure good picture contrast and definition. Higher-priced receivers, he stated, will probably be designed with projection tubes, providing good pictures up to 18 by 24 inches. G-E will make receivers available to markets where television broadcast services now exist as soon as the government authorized them to do so, he stated, adding that this market is large enough to provide an adequate "jumping-off point for a good start in the full and orderly development of the industry."

Church to 2 Agencies

YOUNG PEOPLE'S Church of the Air, Philadelphia, has shifted its account from Ivey & Ellington, Philadelphia, to two separate agencies. Effective April 9, Erwin, Wasey & Co., New York, acquired the network radio, which consists of a half-hour Sunday program on 160 MBS stations. A. Harry Zoog Associates, Philadelphia, has been appointed to handle spot broadcasting of a transcribed version of the same program.

Religious Discs

GOSPEL TABERNACLE, New York, now sponsors *The Word of Life Hour*, a half-hour series on a total of 25 stations, including 20 domestic outlets, three Panama City stations, KTOH Hawaii, and KFQD Alaska. Program is shortwaved as a transcription from HCJB Quito, Ecuador. Program started on the former Brooklyn station WBBC four years, and has originated from WHN New York for three years. It is also heard live on WSNY Schenectady; WMEX Boston and WPEN Philadelphia, and elsewhere as a transcription. Stations carrying the program include: WBYN WFNC WGTM WGTC WGBR WRAL WFBG WLAV WFCI KUTA WIBC KWKH KXEL WBAL WDEV WWSR HOA HP5G. Agency is M. C. Austin, New York.

SUIT DISMISSED

THE NEW YORK Supreme Court on March 28 dismissed on merits the complaint brought against Hearst Radio Inc., by Lewis King advertising agent for Armstrong Racing Publications. Mr. King sought unpaid commissions in excess of $10,000 for Armstrong's racing news program on the Hearst station WINS New York, claiming that the station stopped payment on the commission after the first six months, although an oral agreement had been made for uninterrupted payment. Decision will probably be appealed.

CONVENTIONS AND GROUP MEETINGS

American Assn of Advertising Agencies—April 11, Waldorf-Astoria, New York (members only).

National Conference of Business Paper Editors—April 14, Cleveland Hotel, Cleveland.

Associated Press, April 24, Waldorf-Astoria, New York.

American Newspaper Publishers Assn. Annual Meeting—April 25-27, Waldorf-Astoria, New York.

Assn. of National Advertisers (closed session)—May 1-3, Westchester Country Club, Rye, N. Y.

Proprietary Assn. of America—May 15-17, Biltmore Hotel, New York.

Advertising Federation of America, War Advertising Conference—June 4-7, Hotel Sherman, Chicago.

National Industrial Advertisers Assn., Eastern Regional Conference—June 5-6, Hotel Claridge, Atlantic City.

Public Utilities Advertising Assn., AFA affiliate—June 6-8, Palmer House, Chicago.

Grocery Manufacturers of America—June 14-15, Waldorf-Astoria, New York.

Mathers Joins BMI

DON MATHERS, former announcer-producer at WSPD Toledo, has been appointed BMI field representative for the Midwest, rounding out the "service" phase of BMI, established about a year ago by Roy Harlow, in charge of its overall operation as well as handling the East Coast territory. Ralph Wentworth has charge of the South and South Central districts and Glenn Dolberg is responsible for the Pacific Coast. In addition to their calls on station managers, program managers and musical directors to help them get the most out of the various BMI services, the field men have begun holding roundtable luncheons in larger cities. Two such meetings were held recently in Boston and Philadelphia and others are scheduled for the latter part of April in Chicago and St. Louis.

Columbia Baking on 30

COLUMBIA BAKING Co., Atlanta, has signed for a second series of 78 recordings of *Modern Romances*, a feature of NBC Radio Recording Division adapted from a magazine of the same title. New series will run thrice weekly for 13 weeks on 30 stations in five southeastern States, starting April 17. Program will be resumed in the fall after a summer hiatus. Columbia Baking has also contracted with NBC Radio Recording for accompanying dramatic announcements in script form, based on interviews with a typical American family.

Annual Dinner May 20

ANNUAL dinner of the Radio Correspondents' Assn., has been set for May 20 at the Statler Hotel, Washington, Earl Godwin, president, announced last week. At a meeting of the Association's executive committee last Monday Claude Mahoney, WMAL Washington commentator, was named chairman of arrangements. He will collaborate with D. Harold McGrath, superintendent of the Senate Radio Gallery, in providing entertainment. Newly elected officers [BROADCASTING, March 13], will be formally installed at the dinner.

★ ★ ★ ★ ★

KXYZ
NOW 5,000 WATTS
1320 KC BLUE NETWORK
HOUSTON, TEXAS
• represented by the Branham Company

POPULAR
with network and national spot advertisers
POPULAR
with LISTENERS, too!

★ ★ ★ ★ ★

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

★ A Preferred Market
April SALES MANAGEMENT
WFMJ
YOUNGSTOWN, OHIO
28 TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

Mr. Hooper TELLS OUR STORY!
AUGUSTA, GA. LISTENING INDEX

INDEX	WGAC	STATION A	STATION B	ALL OTHERS
Morning	63.6	34.5	0.7	1.2
Afternoon	60.9	37.6	0.8	0.7
Evening	52.4	43.5	2.0	2.1

30 minute breakdown shows WGAC with more audience than all other stations combined . . . 25 of 28 half-hours, 8 A.M.-10 A.M.

FORMULA FOR SELLING IN THE SOUTH:
1st: Advertise in Augusta
2nd: Use Radio
3rd: Use WGAC

Blue and Mutual Networks
WGAC AUGUSTA GEORGIA
J. B. FUQUA, Vice President & Gen. Mgr.
HEADLEY-REED CO., National Representatives

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

Miss Vera Brennan
Duane Jones & Co.
New York, N. Y.

Dear Vera:

It's too late now!
Last week you'll remember I wrote you about the West Virginia Network opening its own Washington News Bureau. You'll also remember I mentioned a report by the Bureau's chief, Ray Henle, is broadcast each week over the W. Va. Network. Now just in case my letter aroused your interest to the point of buying these broadcasts for some national sponsor, may I repeat my opening sentence . . . It's too late now! Things moved fast around the West Virginia Network, and the show was sold right after the first broadcast. Gosh, Vera, I hope missing out on this won't put you on the spot too much, but then as I always say, there's a Branham man nearby who could probably recommend something in place of these Washington News Bureau broadcasts.

Regards

yours,
Algy

The W. Va. Network

WCHS Charleston **WPAR Parkersburg**
WSAZ Huntington **WBLK Clarksburg**

AFM Challenges

(*Continued from Page 12*)

alluding to the unusual features of the contract, he pointed out that the circumstances in the case are unusual, that the industry is peculiar in that the employer in making pressings from the master records destroys the employment of the musicians.

No Alternative

At the outset of the presentations for the transcription companies, Mr. Socolow pointed out that the four companies he represents entered into their contract with AFM because they had no alternative. At this point, Mr. Padway interrupted to remark that the AFM "would be happy to relieve the four companies of their contract at any time."

Mr. Colin told the Board that the panel report on the case offers no proof of unemployment in the music industry. He added that NBC is an original party to the proceeding.

He declared there are two issues in this case: (1) Will the Board permit the union to continue a cessation of work, and (2) if not, on what terms should the employers be permitted to enter into contracts.

He denied Mr. Padway's contention that there is ample precedent for the unemployment fund provision in the contract. He declared that the union could not prove unemployment and therefore shifted its position to the claim that musicians as a class are entitled to special concessions.

Mr. Colin argued that there is a third issue in the case, and that is whether there is unemployment in the industry. On that issue alone, he maintained, the case can be decided.

Mr. Myers, counsel for RCA and NBC, suggested that if it is recognized that there is a social problem created by the use of transcriptions and other modern devices to reproduce music it should be borne by society and not by the transcription companies.

No Limit

He declared that there is no limit to the amount the union can collect under the contract. He said that in the case of a Harry James record the musicians would receive $5,500 under the present contract as compared to $600 before. He also questioned whether sufficient control can be exercised over administration of the "employment fund". He termed the appropriation of $1,500 for traveling expenses for the advisory board to administer the fund as inadequate.

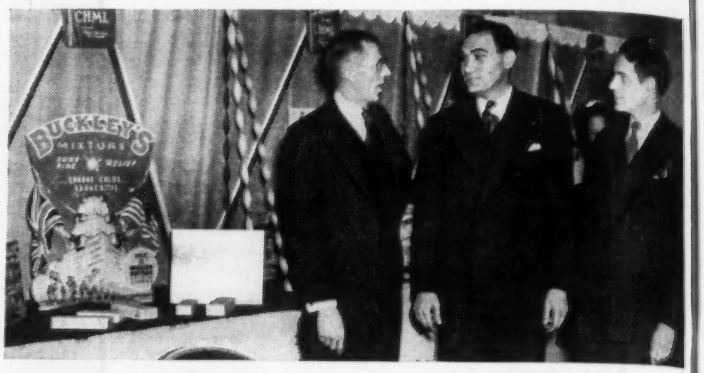
Mr. Myers questioned the Board's power to order the intervenor companies into such a contract as that made between the musicians and the other transcription companies. "We think it is bad social policy as well as bad company policy," he said.

He took issue with Mr. Padway's plans regarding the unusualness of the transcription industry. "How about the broadcasting industry, the motion picture industry, the publishing business with its rental libraries?" he asked.

"Suppose," he asked, "the stenographers claimed that more of their group would be employed if no carbon copies were made?"

Mr. Myers referred to Mr. Petrillo's annual report to the union in which the AFM president set forth that the "four-company" contract was the first of its kind ever made with a union.

Concluding the case for the transcription companies, Mr. Diamond testified that the contract he negotiated Nov. 30, 1943 for Decca and World Broadcasting (now a part of Decca) was entered into carefully and deliberately and was first submitted to the Treasury Dept. for approval. Questioned by an industry member of the Board, he asserted that under the Treasury interpretation the company



STANDING BEFORE AN EXHIBIT of sponsor's products are (l to r) Horace Stovin, Ken Soble, owner-manager, CHML Canada, and Bill Wright, the occasion being the announcement that Stovin & Wright, Toronto station representatives, would represent CHML, a new dominion station. The display consisted of exhibits of more than 100 nationally advertised products sponsored on the station, and was presented to radio advertising agency executives and network officials, by Stovin & Wright. A cocktail party and dinner followed with some 220 agency executives present, and station's departmental heads were introduced.

Wichita KFH

BOOM TOWN BABY

Baby Bolin in the arms of Tommy Riggs. She's the daughter of proud papa Hal, Cessna Aircraft employee.
Cessna Photo

Here's Baby Bolin who "doubles" for Betty Lou with Tommy Riggs. And here's KFH with plenty of stuff to do a double selling job for you! Yes, everything goes double in Boom Town; population is up from 110,000 in '30 to more than 250,000 in '44 . . . per capita buying power is up more than double . . . $16,000,000 in retail sales monthly . . . making Wichita the Number One "must" market in the great Southwest.

If you want to get set where it's solid, call in the Sales Manager, the A.M. and the Account Exec. and get set on that selling station in Kansas' Richest Market.

CBS 500 Watts • Day or Nite
Call Any Petry Office

KFH

WOWO
FORT WAYNE
Indiana's most powerful station
WESTINGHOUSE RADIO STATIONS Inc.

payments to the union under the "employment fund" would be regarded in the same way as advertising expenditures.

Conscription?

Opening the rebuttal, Mr. Padway dwelt at some length on the question of what constitutes a strike. He pointed out that when the AFM stopped making records the union made no demands and that for 10 months the transcription companies made no issue of the case.

"How long does a strike exist?" he asked.

When Mr. Padway asserted that if the Board were to follow the panel recommendations it would be asked to conscript "manpower", Chairman Davis commented that "We also conscript manpower when we order people back to work."

Mr. Padway pointed out that if the Board were to follow the request of the RCA and CRC, exempting them from the provisions of the "four-company" contract, all 67 companies party to that contract would be affected.

He denied that the dispute in any way interferes with the war and said the companies are pressing as many records as they ever made.

"Is the war effort being impeded if Pistol Packing Mama or Mairzy Doats is made only by Decca"? he asked.

Considerable discussion ensued regarding the distinction between quitting work and calling a strike. Mr. Batt, industry member, asked whether the action of a union in "simply quitting" doesn't set a "bad social precedent."

Mr. Garrison pointed out that the Board has never specifically ordered men to work but has ordered strikes ended. He wondered what effect the Board's action in this case would have upon other types of strikes.

Petrillo's Analogy

At this point Mr. Petrillo entered the discussion by posing an analagous situation to explain the peculiarity of the transcription problem: "I'm a violin player. I'm asked to make a record. Then I'm through. But the record is played over and over. Where does that leave me? The case is different in the steel industry."

"It's been our difficulty to tell the Senate and the Panel and now this Board the difference between our industry and others," he added.

Questioned by Mr. Batt, Mr. Petrillo affirmed that the primary purpose of the "employment fund" is to take care of musicians displaced by technological improvements. When Mr. Batt pointed to statements in the official organ of the AFM that the fund would be used for unemployment which may arise in the future, Mr. Petrillo remarked, "In our fight nobody wants to give us credit for getting ready for something."

Subterfuge Claimed

Returning to specific recommendations of the panel, Mr. Padway asked that the Board permit the AFM to continue on the present basis with the companies with which it has made agreements. "Tell the other companies to do what Decca has done," he said, but "leave us go our way."

Mr. Petrillo in an effort to show that the intervenor companies were willing to support the employment needs of the union, declared he had been approached by William S. Paley, CBS president, and David Sarnoff, chairman of the board of RCA, with an offer to contribute $200,000 to the union fund. "They wanted to do through the back door what the other companies are doing through the front door", he said.

Mr. Garrison, presiding after Mr. Davis was called from the hearing, called the board into executive session as the hearing ended.

Fly on Television

JAMES LAWRENCE FLY, FCC chairman, will be seen and heard by the audiences of WNBT New York, WRGB Schenectady and WPTZ Philadelphia, video stations of NBC, General Electric and Philco, at 8 p.m. April 10, when he introduces a film "Patrolling the Ether," which depicts the work of the FCC's mobile units in locating and eliminating unlicensed broadcasting stations. Movie shorts, one of the M-G-M "Crime Does Not Pay" series, will also be telecast the same evening by WTZR, Zenith station in Chicago, and KTSL, Don Lee station in Hollywood. Mr. Fly's talk will be relay.

Joe Lowe Jingles

A TOTAL of 1,800 15-second jingles weekly will be used by Joe Lowe Corp., New York, in a campaign for Creamsicle, Fudgsicle and Popsicle starting the latter part of April. Drive will start on 50 stations in the south. More than 75 outlets will be added in the north, east and western areas after May 15. Agency is Abbott Kimball Co., New York.

Change Titles

FM Co., 240 Madison Ave., New York, publisher of *FM Radio-Electronics*, announces the publication's name has been changed effective the April issue, to *FM and Telvision*.

DIAPERWHITE Inc., New York, a new firm, expects to start spot radio in six months for its powdered soap and deodorant. Diener & Dorskind, New York, is agency.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

THE EARS OF AMERICA LISTEN FOR

FULTON LEWIS JR.

. . . evenings at 7 (EWT)

He has the unique distinction of being America's most sponsored news reporter . . . 130 sponsors on 160 stations. Proof that his authentic style has tremendous pulling power and listener attention.

A few cities are still available—

call, wire or write

WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Multiple Ownership

(*Continued from page 14*)

Act of 1943 relating to gain from sale or exchange of property necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations.

The provisions of the Revenue Act of 1943 referred to are as follows:

Revenue Act of 1943

SEC. 123. GAIN FROM SALE OR EXCHANGE OF PROPERTY PURSUANT TO ORDERS OF FEDERAL COMMUNICATIONS COMMISSION.

(a). *In General.*—Section 112 is amended by adding at the end thereof a new subsection as follows:

"(m) *Gain from Sale or Exchange to Effectuate Policies of Federal Communications Commission.*—If the sale or exchange of property (including stock in a corporation) is certified by the Federal Communications Commission to be necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations, such sale or exchange shall, if the taxpayer so elects, be treated as an involuntary conversion of such property within the meaning of subsection (f) of this section. For the purposes of subsection (f) of this section as made applicable by the provisions of this subsection, stock of a corporation operating a radio broadcasting station, whether or not representing control of such corporation, shall be treated as property similar or related in service or use to the property so converted. The part of the gain, if any, upon such sale or exchange to which subsection (f) of this section is not applied shall nevertheless not be recognized, if the taxpayer so elects, to the extent that it is applied to reduce the basis for determining gain or loss upon sale or exchange of property, of a character subject to the allowance for deprecation under section 23 (l), remaining in the hands of the taxpayer immediately after the sale or exchange, or acquired in the same taxable year. The manner and amount of such reduction shall be determined under regulations prescribed by the Commissioner with the approval of the Secretary. Any election made by the taxpayer under this subsection shall be made by a statement to that effect in his return for the taxable year in which the sale or exchange takes place (or, with respect to taxable years beginning before January 1, 1944, by a statement to that effect filed within six months after the date of the enactment of the Revenue Act of 1943 in such manner and form as may be prescribed by regulations prescribed by the Commissioner with the approval of the Secretary) and such election shall be binding for the taxable year and all subsequent taxable years."

(b) *Taxable Years to Which Applicable.*—The amendments made by this section shall be applicable with respect to taxable years beginning after Dec. 31, 1942.

FUTURE FIGHTING MAN. Jim Shelby (seated left), director of radio for McCann-Erickson, Chicago, who leaves for service in the Marine Corps this week, explains plans for the new WBBM Chicago program, *Fighting Man . . . U.S.A.*, to Walter Preston, WBBM program director (seated center), Stanley Levey (standing), WBBM salesman, and Carl Deysenroth, executive director of the Milk Foundation, Chicago, sponsor of the program. The quarter-hour show is heard Saturdays over WBBM, effective April 1. Contract is for 13 weeks. Negotiations were handled by Stanley Levey thru McCann-Erickson's Chicago offices.

KGLO Press Divorcement

TO EFFECT complete separation from newspaper interests, the Mason-City Globe Gazette Co., licensee of KGLO Mason City, Ia., last week filed with the FCC an application for modification of license to change its corporate name to Lee Radio Inc.

Until January 1 the KGLO licensee also owned the *Mason City Globe Gazette*, at which time separation with the paper was effected through the formation of a new corporation, the Globe Gazette Publishing Co., capitalized at $300,000. The *Globe Gazette* and all of its associated properties were sold by the KGLO licensee to the new corporation in exchange for all of the capital stock. Mason City Globe Gazette Co. then called in all of its outstanding stock and issued in exchange for each four shares received, three shares in the new corporation and one share of its own. Record of this procedure was filed with the FCC law department on January 25.

Miami

WIOD Covers This
New Rich Market
As Completely As
Miami's Magic Sun

WIOD
MIAMI

James M. LeGate
General Manager

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
5,000 WATTS ★ 610 KC ★ NBC

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Hooper Endorses Expansion of Surveys As Substitute for Present Duplication

EDITOR, BROADCASTING:

Here is how our organization reacts to the "Webber Plan" [BROADCASTING, March 27] for effecting expansion as a substitute for duplication in radio measurements. We endorse it heartily.

On the "quantitative" job to which we, at Hoopers, have applied ourselves, we have made a good beginning as far as "ratings" are concerned, but the comparatively heavier assignment of furnishing uniform station "coverage" information is but getting under way. The two can keep us plenty busy.

The CAB has already had 14 years of experience with "qualitative" radio measurements ("recall" and "conscious impression" measurements) so it is as logical for them to "expand" in that direction as it is illogical for them to step into a field where they can contribute nothing but chaos. And I'm thinking of the individual listeners over whose telephone numbers both CAB and Hooper interviewers are going to be stumbling.

Listeners Annoyed

Already in one important American city (one of the 32 four-network-service cities in which we have been accumulating network ratings for 10 years) the City Council passed an ordinance to prohibit telephone surveys, this upon petition by the homeowners. Fortunately, the city attorney ruled it to be "without the jurisdiction of the Council". We got it straightened out *before it went to the State legislature.*

What was the cause? A station in that city was itself conducting a volume of coincidental interviews comparable with our volume but without reference to the telephone numbers we had just called.

CAB was also working that same city at that time but its volume of calls was so small as to contribute little to the confusion. But now CAB proposes to call over 5,000 homes per city per month. That means CAB will create that identical problem in 44 American cities. It is our policy to control our contacts with the listeners in such a manner that a home is called a second time *only after every other home in the directory has been dialed.* Obviously, only one organization can administer such a policy in a city.

We want to preserve the cooperative spirit in which the listener now answers our questions. Why? Because there is no known method of radio audience measurement which is not completely dependent upon 100% cooperation on the part of the respondent.

Certainly radio needs continuous qualitative measurements. The methods are known and the best of them is available for national application right now. It is the logical next step and if CAB doesn't take it and do a good job, we promise you *we will!*

C. E. Hooper
C. E. Hooper Inc.
22 E. 40th St.
New York.

April 4, 1944.

A TOTAL of 638 pianos were offered to men in the armed forces last week after Martin Block requested listeners to donate their pianos on four of his *Make Believe Ballroom* programs on WNEW New York.

Paint Co. Renews

SHERWIN - WILLIAMS Co., Cleveland, sponsor of *Metropolitan Auditions of the Air* on the Blue Network, for the past nine opera seasons, will retain the Sunday 4:30-5 p.m. period in the summer and fall, instead of discontinuing its music program at the conclusion of the season as in previous years, the paint firm has renewed the half-hour for another 32 weeks, effective April 16. Successor will be titled *World of Song* and well feature each week two singers who have become members of the opera company through the *Auditions* program. Soloists will be supported by a 50-piece orchestra conducted by Wilfred Pelletier. The *Auditions* series was concluded with the April 9 broadcast announcing the winners. Agency is Warwick & Legler, New York.

Grocery Spots

HELLER BROS. Co., New York, wholesale fruit, produce and packaging concern, is preparing to introduce its products under its own brand names, and is planning an advertising campaign. Spot radio is being considered along with newspapers and magazines. A. M. Sneider & Co., New York, has been named advertising agency.

Video Writers

WRITING for television is far different from radio writing, requiring a picture sense as well as a feeling for words, Richard Hubbell, television writer-director, told the Radio Writers Guild in an open meeting held last Tuesday in New York.

PLANTS . . .
PAY ROLLS . . .
PEOPLE . . .

Savannah ranks third among all major markets in percent of retail sales increase during past year.

NBC

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

WPAT presents BOB BRIGHT
The Jingle King

in a new feature
BOB BRIGHT'S BANDSTAND
A fast moving hour and a half of music to thrill to . . . and dance to . . .
3 to 4:30 P.M. Mon. thru Sat.

ONE MORE REASON FOR SELLING YOUR CLIENTS WPAT . . . *The Fastest Growing Station in the Metropolitan Area.*

RADIO STATION WPAT { PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

NBC
MUTUAL

TRI-PENN MARKET

WKBO
Harrisburg

WORK
York

WGAL
Lancaster

The PLUS Buy in the Heart of PENNSYLVANIA

These three stations offer you a responsive, ready-made audience. They can be bought as a package at an exceptionally attractive low combined rate—or, purchased individually.

Sales Representative:
PAUL H. RAYMER

The All Star BUY in Baltimore

WCAO

THE VOICE OF BALTIMORE

★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and . . Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

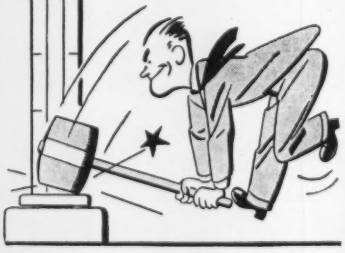
Store Video Counsel

IRWIN A. SHANE, director of the Television Workshop, New York, has been retained as television consultant by Rich's, Atlanta department store, believed to be the first store in the country to take such a step. He will advise the store on installation of intra-store transmitting and receiving equipment, training of personnel in video scriptwriting, program planning and production, and all phases of department-store television. Carrie Rowland, advertising manager, and K. V. P. Burnham, display manager, will be in active charge of television at Rich's, which plans to order video equipment for installation after the war.

ASSOCIATED Recording Program Service, New York, has under consideration a plan to establish permanent arrangements for recording in Hollywood. Firm is already having some records made in Chicago by Too-Good.

NEWS on the Button... Rings the Bell!!

They say in San Francisco that if you hear the 6 p. m. News, you've heard all the world developments for the day. That's why KGO's Six O'clock News, delivered on the button by George Fenneman (one of our newest finds) rings the bell of audience pull . . . a nice sound if ever there was one! The San Francisco radio picture *has* changed! KGO is *the* buy!



Call your Blue Spot Representative or write direct for details

20TH ANNIVERSARY KGO
SAN FRANCISCO · OAKLAND
810 K. C. ★ 7500 WATTS
Blue Network Company, Inc.

Atlantic Refining Ready for Season

Oil Company Completes Plans For Eastern Baseball

COMMENTING on final plans of Atlantic Refining Co. sponsorship of 1944 major and minor league baseball games, [BROADCASTING March 6] Joseph R. Rollins, advertising manager, said the consensus is that continuation of professional baseball for another wartime season is desirable. "That opinion has been expressed not only by those of us who have remained at home, but also by many in the armed forces here and abroad," he said.

"Our experience in 1943," Mr. Rollins continued, "was that by putting these games on the air we were aiding baseball to reach many thousands who were unable to attend the ball parks and thus helping its effect on public morale, and also that these broadcasts gave us an excellent opportunity to furnish Government information and important messages to the people without interrupting the description of the contests.

"Therefore, we consider it desirable that such a program be resumed this year."

With professional baseball teams in full training for their second season under wartime conditions, the Atlantic Refining Co. announced last week completion of final arrangements to sponsor broadcasts over a network of stations in Pennsylvania and along the Eastern Seaboard.

Doug Arthur has been added to the announcers handling the game narrative in Philadelphia.

Games of the Boston Braves and Red Sox will be carried over the following stations of the Yankee Network: WRDO Augusta; WLBZ Bangor; WEIM Fitchburgh; WHAI Greenfield; WTHT Hartford; WHYN Holyoke; WLNH Laconia; WCOU Lewiston; WLLH Lowell; WFEA Manchester, N. H.; WNBH New Bedford; WNLC New London; WBRK Pittsfield; WHEB Portsmouth; WEAN Providence; WSYB Rutland; WATR Waterbury; and WAAB Worcester. There will be no night games in Boston.

WITH Baltimore will broadcast all home day and night games of the Baltimore Orioles of the International League, plus Sunday resumes for all at-home and away-from-home contests.

Two More FM's Sought

APPLICATIONS were received by the FCC last week for two more new FM stations, one of which was filed by WBOC Salisbury, Md. licensee, Peninsula Broadcasting Co., and the other by KFEQ St. Joseph, Mo. Facilities sought for the new Salisbury outlet are 48,900 kc and 6,000 sq. mi. coverage. For the St. Joseph, Mo. FM, only the frequency of 46,900 kc was requested.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER for December 1943-January 1944

There must be a reason ... and this is it!

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	12.5	23.2	36.7	27.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	28.6	31.1	20.4	18.2
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	41.1	12.3	37.1	8.1

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · National Representatives

WITHYCOMB HEADS NEW BLUE DIVISION

DONALD WITHYCOMB, veteran broadcaster who for the last three years has headed the Brazilian Section of the Office of the Coordinator of Inter-American Affairs, has been appointed manager of the international division of the Blue network. Creation of the new division and appointment of Mr. Withycomb were announced last week by Edgar Kobak, Blue executive vice-president.

Mr. Withycomb

The Blue maintains no shortwave broadcasting stations and is not planning to enter this field, but will utilize point-to-point circuits to transmit programs to foreign countries for broadcasting over local stations and networks or programs from abroad to the Blue. International Division will have charge of coordinating all foreign broadcasting activities of the Blue, especially concerning the exchange of programs with foreign companies.

"This new department will work in close cooperation with established departments," Mr. Kobak said. "As soon as current surveys and negotiations are completed, a detailed analysis of the Blue's foreign operations and long-range planning will be announced."

Mr. Withycomb, a well-known figure in the earlier days of network broadcasting, began as executive assistant to M. H. Aylesworth, first president of NBC, in the late 20's. Later he was station relations manager of the network. He became general manager of WFIL Philadelphia in 1935, and served in that post until 1939. Shortly thereafter he became identified with CIAA. Mr. Withycomb will report to Mr. Kobak in his new post.

Cosmetic Sponsor

ARTRA COSMETICS Inc., Bloomfield, N. J., which is lining up a spring and summer campaign for Sutra Sunfilter Cream, has signed for participations on *Breakfast with the Fitzgeralds* on WOR New York, for 18 weeks, starting May 2. Campaign, an annual seasonal affair, is expected to get under way May 22 or 29. Agency is Murray Breese Assoc., New York.

HANDS ARE SHAKEN as KOB Albuquerque is selected as a test market for an introductory radio campaign by Colorado Milling & Elevator Co., which is introducing a new product, Pike's Peak Four-Purpose Flour. The program includes 154 announcements, daily 15 minute newscast, three 15 minute remote control programs and a 30 minute nighttime variety show with orchestra. Handshakers are Rush Harris (left), sales manager of the milling company, and Frank Quinn, manager of KOB. Middle-man is Ed M. Hunter, of the Denver agency bearing his name.

Norton Honored

ROCKEFELLER Foundation at its regular meeting in New York on April 6, elected Ed Norton, of Birmingham, chairman of the board of WAPI, CBS affiliate in Birmingham, to membership on the general education board of the Rockefeller Foundation. The board is charged with the administration of the funds donated by the Rockefeller Foundation for educational purposes and makes grants for scholarships, buildings and other educational activities. Mr. Norton is the only Southern business man on the board.

Network Accounts

All time Eastern Wartime unless indicated

New Business

FALSTAFF BREWING Corp., St. Louis, on April 3 for 13 weeks started *Falstaff Show* on 38 Blue stations, Mon., Wed., and Fri., 10-10:45 p.m. (CWT). Agency: Dancer, Fitzgerald & Sample, Chicago.

QUAKER OATS Co., Peterborough, Ont. (Quaker products) on April 3 started *Le Vieux Loup de Mer* on CKAC CHRC, Mon., Wed., Fri. 4:45-5 p.m. Agency is Spitzer & Mills, Toronto.

CITY OF MIAMI Beach, Fla., on April 16 for 13 weeks starts *Miami Beach Time* on 30 MBS Stations, Sun., 3-3:30 p.m. Agency: Cecil & Presbrey, New York.

SANTISEPTIC Co., Portland, Ore. (shaving lotion), on April 5 started for 13 weeks, Chet Huntley—news analyst, on 7 CBS Pacific stations, Wed., 8:55-9 p.m. (PWT). Agency: Botsford, Constantine & Gardner, Portland.

Renewal Accounts

S. C. JOHNSON & SON, Brantford, Ont. (Johnson's Wax and Car-Nu) on April 4 renewed *Fibber McGee and Molly* on 32 CBC Trans-Canada stations, Tues. 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

SHERWIN-WILLIAMS Co., Cleveland (paint), on April 9 concludes *Metropolitan Auditions of the Air* on 166 Blue stations, Sun., 4:30-5 p.m., and on April 16 renews period for 32 weeks starting *World of Song* on approximately 166 Blue stations. Agency: Warwick & Legler, N. Y.

KELLOGG Co., Battle Creek, Mich. (Pep), has renewed for 52 weeks *Superman* on 188 MBS stations, Mon. thru Fri., 5:45-6 p. m. Agency: Kenyon & Eckhardt, N. Y.

PRINCE MATCHABELLI Inc., New York, on April 16 for 26 weeks renews *Stradivari Orchestra* on 40 NBC stations, Sun. 12:30-1 p.m. Agency: Morse International Inc., N. Y.

PHILIP MORRIS & CO., Ltd. on April 30 renews for 52 weeks *Crime Doctor* on 118 CBS stations, Sun., 8-30-8:55 p. m. (Rebroadcast 11 p.m.), Agency: The Biow Co., N. Y.

Don't Let Their Rigs Mislead You; These Folks Sell

Their costumes may look like a pain in the old family album . . . but their air-rating is a constant delight to their sponsors.

"They" are Pa and Ma Smithers —radio creation of Dan Hosmer, and their history includes a two-year run on WLS, Chicago. Currently they are aired, live, five times weekly over KRNT, Des Moines, where their performance has: 1. Won plaudits from Billboard as "network timber". 2. Earned recommendation in the Guide to Balanced Listening. 3. Proved a steady mail-puller. (Sold 1,209 token purses in three weeks)

After winding up a winter series for a cold remedy, they're ready to tackle a new assignment—for the summer, or for 52 weeks.

Yes, to more than a million listeners in Des Moines and Central Iowa, Pa and Ma Smithers have become familiar and welcome personalities — two among the many reasons why the audience-rating and sales-rating of KRNT keeps going up.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in
DES MOINES

LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

"CARSON ROBISON and His Buckaroos"

★ Here's Western music that has lassoed big sales for an imposing list of manufacturers. (Cereal, refrigerators, soap, chewing gum, drugs, and local merchants.) Carson Robison and his Buckaroos know how to produce music that's keyed to the adventure, humor, and pathos of life on the range in programs that are smooth and brilliantly balanced... of proven mass appeal for men, women and children. 117 quarter-hour shows. Write for audition records today.

★ ★ ★

Many other NBC Recorded Programs— 5 minutes to half-hour

National Broadcasting Co.
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
A Service of Radio Corporation of America

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

WCAR
Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. ● Chicago ● New York

At last a
RETAIL RADIO HANDBOOK
that you can rely on.

24 PAGES PACKED WITH SUCCESSFUL RADIO IDEAS CLEARLY WRITTEN BY THE *ORIGINATOR* OF SAN FRANCISCO'S UNPRECEDENTED RETAIL RADIO BUREAU.
It contains Mr. Wright's *"FOOLPROOF FORMULA"* for making radio work at retail. Many case-histories and quotes. Said Advertising Age's Editor, S. R. Bernstein: *"One of the most effective explanations of radio's place in the retail picture I have seen thus far."*
Says its Author: *"A condensation of all I have learned in 18 years of retail radio."*
A limited edition of 500 copies will be sold for only $1.00 each Postage Prepaid

FRANK WRIGHT

Mail $1.00 (bill, check or M. O.) to:
FRANK WRIGHT RADIO PUBLICATIONS
Suite 1033 Monadnock Bldg.
San Francisco, California

SHRINE PROMOTION OVERSELLS SUPPLY

WITH A BACKLOG of 10,000 orders, Capitol Converters, Fall River, Mass., has temporarily discontinued space and time promotion of a home altar shrine until supplies can be replenished. Response to a three-to-five week campaign on five foreign language outlets was far beyond expectation. Firm used a series of live announcements following religious programs on WOV WIBX WJW WSLB WCOP. At first the spots were placed after programs of all denominations, but it was soon discovered that virtually all response came from Catholic broadcasts and the schedule was revamped accordingly.

Capitol Converters which has bought out the license for the home shrine and is now manufacturing its own, expects to be back on the air around May 1. Original station line-up will be expanded to include WJBK Detroit and a Chicago foreign language station. Space advertising has included 28 Catholic publications and other newspapers. Colonial Adv., New York, handles the account.

Wiley Co. on WLS

GEORGE WILEY Co., Clay Center, Kan. (Wiley's Fishing Calculator), started sponsorship April 4 of a quarter hour program, *Prairie Ramblers*, Tuesdays, Thursdays and Saturdays on WLS Chicago. Contract is indefinite. Agency is First United Broadcasters, Chicago.

Comdr. Miles Head Of Advisory Group

Succeeds Craven on Federal Radio Coordinating Body

FOLLOWING its rotating chairmanship policy, the Interdepartment Radio Advisory Committee last Thursday elected Comdr. Paul D. Miles, USNR, head of the Frequency Section of the Office of Naval Communications, to the presiding post. He succeeds Commissioner T. A. M. Craven, of the FCC, who remains as a member. The Committee, in existence since 1922, is made up of radio experts of all Government establishments and agencies identified with radio communications, and advises the President relative to assignment of radio frequencies to all government radio stations.

Capt. E. M. Webster, director of communications of the U. S. Coast

Mr. Siling

Capt. Webster

Guard, was elected vice-chairman, and will become chairman next year. Philip F. Siling, assistant chief engineer of the FCC in charge of broadcasting, was elected chairman of IRAC's technical subcommittee. Captain Webster is on leave from his post as assistant chief engineer of the FCC in charge of safety of life services.

Comdr. Miles is regarded as one of the foremost experts on frequency allocations in the country, and assumes his new post when allocations are of prime importance to both industry and government. A native of Illinois, he graduated from the Naval Academy in 1927 with distinction. He resigned from the Navy in 1929 but retained a naval reserve status, and joined Mackay Radio & Telegraph Co., becoming head of its central frequency bureau. After seven years with Mackay, he became superintendent of communications of the Western Division of Hearst Radio Inc.

COMDR. MILES

In 1939 Comdr. Miles became a civilian radio engineer in the Radio Liaison Division, of the Office of Naval Operations. In June 1941, he was ordered to active duty and in 1942 he was transferred to the Office of Naval Communications handling frequency procurement and assignment activities, becoming head of the section. He has been the Navy member of IRAC since November, 1942, and its vice chairman for the past year. He is also the Navy observer on the Radio Technical Planning Board, and serves on various other committees on radio communications.

Dominion News Head

SEN. W. A. BUCHANAN, Lethbridge, Alta., was elected president of Press News Ltd., radio subsidiary of *Canadian Press*, at the recent annual meeting held at Toronto. R. H. Thomson, Northern Broadcasting & Pub. Co., Timmins, Ont., was re-elected vice-president. Directors of *PN* are Arthur R. Ford, CFPL and *London Free Press;* Emile Jean, CHLN and *Three Rivers Le Nouvelliste;* Senator W. Rupert Davies, CKWS and *Kingston Whig-Standard;* F. I. Ker, *Hamilton Spectator;* H. M. Hueston, *Sarnia Canadian Observer;* W. B. Preston, *Brantford Expositor;* W. McCurdy, *Winnipeg Tribune.*

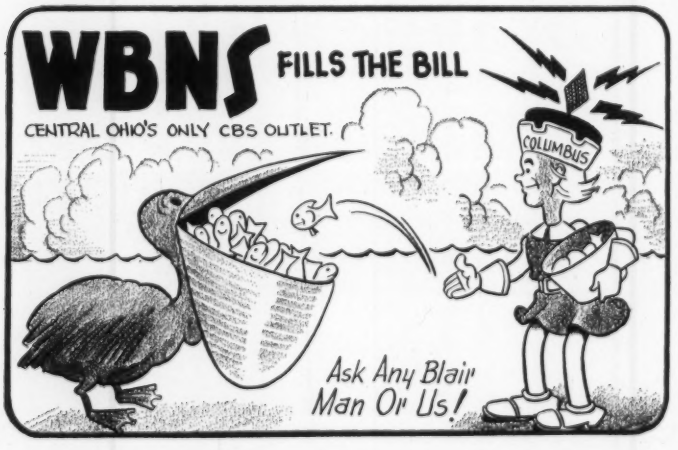
"Your Western New York Salesman"

WHAM

ROCHESTER, N. Y.
50,000 Watt . . . Clear Channel
. . . 1180 on Dial . . .
Affiliated with the
NATIONAL BROADCASTING COMPANY
National Sales Representative:
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

WBNS FILLS THE BILL
CENTRAL OHIO'S ONLY CBS OUTLET



KMBC Applies for 50,000 w on 540 kc. As Part of Post-War Expansion Plans

KMBC KANSAS CITY, pioneer CBS outlet, will apply for a 50,000 w station to operate on 540 kc., as part of its post-war building project, which would give the station one of the largest rural coverages in the country, according to an announcement last week by Arthur B. Church, president and principal owner. FM and television also are part of the station's post-war plans.

Mr. Church

KMBC now operates on 980 kc. with 5,000 w. KMBC formerly had applied for 50,000 w on two other frequencies, in an effort to expand the station's coverage in the Midwest rural area. Mr. Church, a pioneer broadcaster who has specialized in program production, pointed out that his station for many years has sought to cater to the rural audience and has maintained a staff of farm experts and talent.

Equipment Scarce

He pointed out that Kansas City is the largest city in the central area farm belt and the most important trading center of that region. Yet, he said, it has no high-power broadcasting stations and in many parts of the area livestock raisers, grain growers and farmers generally depend upon Kansas City stations for information vital to them.

KMBC had previously applied for 50,000 w on 690 kc., a Canadian 1-A, and on 770 kc., clear channel frequency of WJZ. Both efforts, however, proved futile, the last having been stymied by wartime restrictions on equipment and construction.

The proposed 50,000 w station on 540 kc., Mr. Church said, would be located on the KMBC service farm 15 miles southwest of Kansas City. It would employ a tower higher than any now in use in America, subject to approval of the Civil Aeronautics Authority. He estimated that over one million rural area listeners would be the beneficiaries of the high-powered transmitter, many of them not now receiving adequate service.

The 540 kc channel now is used by CBK at Watrous, Saskatchewan, with authorized power of 50,000 w. The KMBC application, Mr. Church said, is for a non-directional antenna, but if conditions necessitate a directional pattern, alterations presumably could be made. Engineering tests indicate that both KMBC and the Canadian station could satisfactorily operate on 540 kc using directionals.

Post-War Changes

While the military services have been using frequencies close to 540 kc, Mr. Church predicted that this service will be discontinued after the war when shifts in allocations occur. He alluded to consideration given to widening of the AM broadcast band above and below the present 550-1600 kc limits.

Pointing out that the present North American broadcasting agreement expires in March, 1946, Mr. Church said that post-war changes can be expected. He added his belief that it would be helpful to the Government and the FCC if broadcasters interested in using possible new frequencies and other clear channels make known their desires as soon as possible through filing of applications.

Plans FM Station

As to FM, Mr. Church said that he plans a 50 kw station to be located some distance from Kansas City with satellite transmitters in the principal cities in the area. FM, he said, probably will develop much slower in the Great Plains areas than in cities or in mountainous areas where ideal FM antenna locations are provided for substantial coverage.

Mr. Church, in addition to KMBC, operates Midland Radio & Television Schools, engaged in training of enlisted men and women as operators and technicians. KMBC's television laboratories and studio are located in the school division, along with a 1500 w FM station for which is pending application for modification of license from developmental to commercial.

KMBC ISSUES BOOK ON WAR ACTIVITIES

KMBC Kansas City has just issued its second annual "War Broadcasting Activities" booklet dedicated "in behalf of American broadcasting to the home and the community." The report summarizes typical KMBC war projects undertaken in 1943 under the supervision of Gene W. Dennis, coordinator of war activities for the station.

Patterning its war activities during 1943 on the principle "to be of greatest service to the nation at war by supporting all deserving home front projects," KMBC has broadcast war messages on such varied subjects as "The War and the Farm," "Overseas Morale," "Red Cross Blood Bank," and others. A summary tabulation gives the number of local announcements given to governmental and civic organizations as 4,763 and the amount of time as 134 hours.

The booklet closes with the KMBC pledge for 1944: "The broadcasting industry stands ready to serve, taking on increasingly important responsibilities in the establishment of a better world. KMBC pledges its constant attention to these principles."

SALES FLY HIGH WHEN YOU BUY

KMBC

BALTIMORE'S Blue Network Outlet

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS, Exclusive National Rep.

Thanks! VARIETY . . .

YOUR 1943 "SHOWMANAGEMENT AWARD" TO THIS STATION IS APPRECIATED

In acknowledging receipt of this meritorious trophy for "Fostering Racial Goodwill and Understanding" we pay tribute to our operating staff and artists who have, through their untiring efforts, further exemplified the dual purpose which has made CKLW known throughout America's Third Market, as "The Good Neighbor Station".

J. E. Campeau
MANAGING DIRECTOR

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

Southern California's Fastest Growing Radio Station

KWKW 1000 WATTS PASADENA

HOWARD L. TULLIS, General Manager

NAB Projects Coverage Plan

(*Continued from page 9*)

elect of the NAB who formally takes office April 15, presided.

When the technical subcommittee's study is completed, a report will be given to the full research committee for its examination and final approval. In turn that group will make a presentation of the plan to a joint meeting of a special committee of four members of the NAB Board of Directors and members of both the research and sales managers' executive groups.

Better Research Needed

Before leaving Cincinnati for Washington Wednesday night Mr. Ryan appointed Hugh A. L. Halff, San Antonio; Harry Spence, KXRO Aberdeen, Wash.; Frank King, WMBR, Jacksonville, Fla.; Barney Lavin, WDAY Fargo, N. D., as members of the special board committee.

On Thursday morning B. Lewis Posen, publicity director of Hochschild, Kohn & Co., Baltimore, and co-chairman of the radio panel, hurled the challenge at radio when he said: "Research is one of the weaknesses of radio that must be overcome. We retailers are depending on you radio people to solve that problem. We must know what kind of coverage you can give us.

One of the chief aims of the coverage study is to provide the smaller stations in small urban communities with a means of going after local retail business, according to Mr. Feltis.

On the preceding day, the NAB sales managers executive committee, in separate session, had recommended establishment of standards for audience measurement.

The committee, meeting in Cincinnati coincident with the promotion clinic of the National Retail Dry Goods Assn., adopted a resolution recommending that the board of directors appoint such a special committee, to include at least one board member, to study audience measurement techniques and explore the central body plan. Other members of the committee would be made up of broadcasters serving on the research, program managers executive and sales managers executive committees.

The committee recognized the desirability of the "early adoption of a standard method of computing coverage that can be agreed upon by advertisers, advertising agencies and radio stations." It expressed confidence in the procedure of the research committee and accepted its invitation to hear the report of its technical subcommittee on methods to be submitted as soon as possible.

Following a discussion of participation of the NAB in the Proprietary Assn. advertising clinic to be held in New York May 16, Chairman Dietrich Dirks, KTRI Sioux City, appointed a subcommittee to develop the presentation. Members are Arthur Hull Hayes, WABC New York, Walter Johnson, WTIC Hartford; James V. McConnell, WEAF New York; and John Surrick, WFIL Philadelphia.

In addition to Chairman Dirks, Johnson and Surrick, C. K. Beaver, KARK Little Rock; Sam H. Bennett, KMBC Kansas City; John M. Outler, WSB Atlanta; and William C. Roux, substituting for Mr. McConnell, were present at the Cincinnati meeting. W. B. Stuht, KOMO-KJR Seattle, could not attend. Lewis H. Avery, NAB director of broadcast advertising served as secretary.

Wilson Coast Sponsor

GILBERT C. WILSON Labs., Denton, Tex. (Vita-Yams, dehydrated sweet potato), new to radio, in a Pacific Coast campaign on March 30 started for 30 days using an average of five transcribed one-minute announcements weekly on stations in three major markets. List includes KFI KHJ KPO KGO KEX. Schedule is on a month-to-month basis to key in with quantity of product available for civilian consumption. Agency is Little & Co., Los Angeles.

EVERYBODY WANTS TO RIDE WITH ME! I GO BY ONE OF THOSE NEW WAGA BILLBOARDS.

LEFT AND RIGHT: Charley Roberts. Their names are the same and their jobs are the same and only a matter of 1250 miles between KLZ Denver and WLAC Nashville keeps them from getting each other's mail. They're both at their mikes at dawn to present farm service programs.

CHICAGO SCHOOLS GET NEWS SERVICE

CHICAGO public schools will soon start a daily news service of AP news brought directly into the schoolroom. According to George Jennings, director of the school radio council, the Chicago schools will be the first in the country to have such a service.

Press Assn., radio subsidiary of Associated Press has signed a contract with the Board of Education for installation and maintenance of the special AP wire. Broadcasts will be sent from the Board of Education's FM station, WBEZ.

Mr. Jennings said the school news service is to be directed to elementary pupils. The news will serve as bases for lessons in geography, history, civics and other subjects.

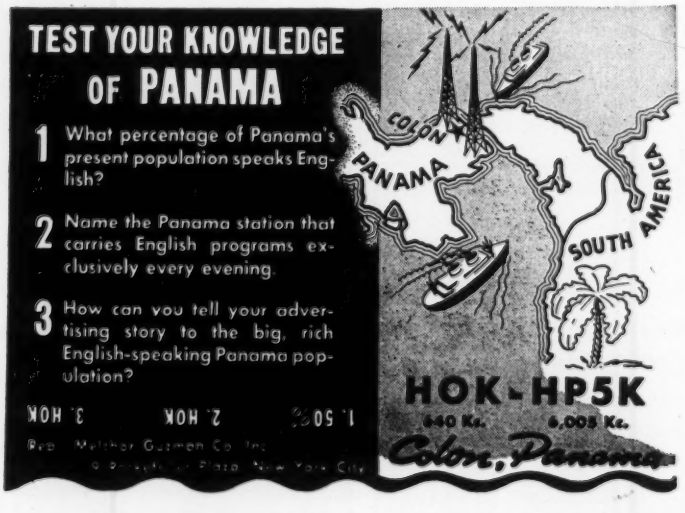
GENERAL ELECTRIC

SCHENECTADY WGY NEW YORK

50,000 watts — NBC — 22 years of service

Represented nationally by NBC Spot Sales

WGY-174


TEST YOUR KNOWLEDGE OF PANAMA
1 What percentage of Panama's present population speaks English?
2 Name the Panama station that carries English programs exclusively every evening.
3 How can you tell your advertising story to the big, rich English-speaking Panama population?
COLON
PANAMA
SOUTH AMERICA
HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

KMTR Transfer Approved by FCC

Commission Recognizes Court Rule on Station Control

COGNIZANCE was taken by the FCC last week of the March 25, 1943 decision of the Superior Court of California in the suit of Gloria Dalton vs. the major interest holders in KMTR Los Angeles, in granting approval to relinquishment of station control by Reed E. Callister through transfer of 337½ shares capital stock to Mrs. Dalton, divorced widow of the late Victor E. Dalton, president and owner of the station. The transfer of 162½ shares capital stock from K. L. Banning to Mrs. Dalton was also ordered by the court.

Community Property

Mrs. Dalton's petition to the court stated that the 1000 shares (all capital stock) in KMTR purchased by Mr. Dalton in 1932 for $100,000 and sold to Mr. Callister and Miss Banning in 1933 without her knowledge or consent, was community property and that under California law she was entitled to half of all such property, or 500 shares.

Mr. Callister, for a number of years Mr. Dalton's legal adviser and attorney, purchased 641 shares in the 1933 sale, and Miss Banning, Mr. Dalton's private secretary and office manager, purchased 359 shares. According to the agreement, Mr. Dalton was to remain as president and beneficiary of station profits until his death, which was in December 1941. Miss Banning in 1937 returned 50 shares which now are held by the Estate of Victor E. Dalton.

Stock holdings now are as follows: Mrs. Dalton, 500 shares; Mr. Callister, 303½ shares; Miss Banning, 146½ shares; Estate of Victor E. Dalton, 50 shares.

Gloria Dalton received her divorce from Victor E. Dalton in 1940.

NEW BBC CHIEF

W. J. HALEY, editor-in-chief of the British Broadcasting Corp., London, has been named BBC director general, succeeding Robert Foot, who resigned to accept the chairmanship of the Mining Assn. of Great Britain.

RUPPERT INCREASES 1944 AIR BUDGET

JACOB RUPPERT BREWERY, New York, is sponsoring the ten-minute period preceding baseball game broadcasts on WINS New York, and has also taken the quarter-hour following the games. Contract covers the periods before and after WINS coverage of 10 pre-season exhibition games, April 1 to April 17, and of the "at home" games of the Yankees and the Giants, which start April 18. Lefty Gomez, former Yankee pitcher, and Ethan Allen, former outfielder for the Cincinnati Reds and New York Giants, handle both features. Gillette Safety Razor Co. sponsors actual coverage of the games.

Jacob Ruppert, which has increased its overall budget for 1944 by 10%, on March 27, started a series of transcribed musical jingles on WNEW WMCA and WHN New York. Spots will be aired at irregular intervals throughout the year on an average of 20 per week. Agency is Ruthrauff & Ryan, New York.

WHN New York, which is covering the pre-season and regular games of the Brooklyn Dodgers on an exclusive basis for P. Lorillard & Sons, has sold participations in the pre-broadcast period to Ex-Lax Inc., New York; Piel Bros., for beer, and Consolidated Royal Chemical Corp., for Krank's Shave Cream. The latter two are also using the post-broadcast *Sports Extra*, along with Century Circuit, theatre chain. Joseph Katz Co., New York, handles Ex-Lax, Sherman K. Ellis Co., the Piel account, and Arthur Meyerhoff & Co., Chicago, handle the Krank account.

Williams Expands

R. C. WILLIAMS Co., New York, which serves as distributor for OD-30, air deodorant, has expanded its campaign of transcribed spot announcements to a total of 10 stations in New York State. New contract with WNEW New York calls for six spots weekly for eight weeks. Agency is Alley & Richard Co., New York.

Judy Dupuy to Video

JUDY DUPUY, writer, engineer, newscaster and radio news editor, has joined General Electric's television station WRGB Schenectady, where she is learning the new industry. After earning her B.S. degree at Indiana's Valparaiso U., she became traffic engineer in the dial service department of the New York Telephone Co., and successively joined WBNX and WNEW New York stations, where she handled news, special programs, and publicity. Last year she became radio editor of the New York tabloid newspaper, *PM*.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

EVERY STATION EXECUTIVE

AS WELL AS

EVERY RADIO ADVERTISER

Should read these two special articles in the current issue of *FM* and TELEVISION:

THE IMPACT OF FM ON RADIO ADVERTISING

By MILLER McCLINTOCK

The president of the Mutual Network examines FM from the cold and calculating point of view of those who must make time on the air pay dividends in sales quotas.

Says Miller McClintock: "The dislocations of the war period have resulted in a much more critical attitude on the part of dealers toward national companies and distributors." In postwar efforts to rehabilitate distribution, he explains, FM "opens two unprecedented opportunities to do two of those things in advertising which are basic to all successful advertising effort."

His article is a veritable What-Every-Advertising-Manager-and-Account-Executive-Should-Know about FM, told in the language of their business.

THE HISTORY OF FREQUENCY MODULATION

TESTIMONY By MAJOR E. H. ARMSTRONG

Major Armstrong tells of things about FM that many haven't found out, others have forgotten, and every radio advertiser and broadcast station executive should know.

The text is Major Armstrong's testimony before the Interstate Commerce Committee, to whom he explained the background of FM development, the problems which he met and overcame, and the matter of frequency allocation for future expansion.

Told, as Senator Burton K. Wheeler requested, "in simple terms so that we can understand it," Major Armstrong's testimony is extremely interesting and highly informative reading for everyone associated with radio.

WE CAN SEND YOU A COPY OF THIS ISSUE IF YOU MAIL THIS COUPON PROMPTLY

FM AND TELEVISION
240 MADISON AVE., NEW YORK 16, N. Y.

☐ 25c in stamps for a copy of FM and TELEVISION containing the feature articles by Miller McClintock and Major E. H. Armstrong.

☐ Send me the above and enter my subscription to FM and TELEVISION for one year. I shall remit $3.00 upon receipt of your bill for this amount.

NAME .....

STREET .....

CITY ..... STATE .....

ALASKA

More listeners per $ through **KFQD**

COVERING METROPOLITAN AREA OF ALASKA

790KC—1000W

First in Alaska

ALASKA BROADCASTING CO.
Anchorage, Alaska

National Representatives:
Pan American Broadcasting Co.
New York 17, New York

WING

Dayton, Ohio

Basic Blue WING is DAYTON OHIO'S No. 1 Choice of Merchants Using Radio

Ronald B. Woodyard
Exec. Vice President

WEED & CO... National Representatives

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does—Try It.

Covers Atlanta at **LOWEST** Cost!

WATL
ATLANTA
1400 KC
MBS

SPOT
Represented by SALES

Stone's 19th

A VETERAN of 19 years of continuous service, C. W. (Spuddy) Stone, celebrated his anniversary at WNAC Boston key station for the Yankee network, where he is engineer in charge of controls. A native of Bittleton, Mass., Stone learned the fundamentals of radio at the Eastern Radio Institute and went directly from there to the original WNAC studios under John Shepard 3d. He collaborated on the construction of the new Yankee network studios and the control systems built over a year ago.

in the CONTROL ROOM

CLIFFORD C. HARRIS chief technical supervisor of WIP Philadelphia for the past 12 years, will take leave of absence for a position as field engineer with Western Electric Co. for immediate duty overseas. James M. Tisdale, who has been Mr. Harris' assistant, will be technical supervisor of the station during his absence.

FRITZ STREET, director of the sound effects department of WOR New York, has resigned to become production engineer of Electronic Transformer Co. He has been succeeded by William B. Hoffman, formerly assistant department head, who has been with WOR for four or five years.

JIMMY LOCKERT is now a control room operator at WSM Nashville, Tenn. He formerly was announcer at WSIX Nashville.

WILLIAM SLATER, of the engineering department of WGAR Cleveland, is on leave of absence on an overseas assignment with OWI.

BENNETT L. BADE, former radio operator for the Cleveland police department, has joined the engineering staff of WGAR.

FREDERICK BIRD, formerly of WFTL Fort Lauderdale, Fla., and Claude E. Downing of WKBH La Crosse, Wis., are new members of the engineering staff of WOWO-WGL Fort Wayne, Ind.

FRED FRIEDENTHAL, chief engineer of WJR Detroit, has returned to his headquarters after supervising installation of equipment at KMPC Hollywood.

FRANK GOODSON, former engineer of KNET Palestine, Tex., has joined KGFJ Los Angeles. He replaces Fred Marmie, who has joined the Marines.

JOHN W. EASTMAN, former inspector for the FCC, has joined the Blue Network central division as a studio-field engineer.

HEROLD Van GORDON has joined the control room staff of WMRN Marion, Ohio.

CHARLES PARKER has joined the control room staff of WDRC Hartford.

JOSEPH K. KABEL, formerly assistant district manager of the New York section of Army-Navy Electronics Production Agency, has been appointed vice-president in charge of the Cardwell Mfg. Co., Brooklyn.

Bill Markwalder

BILL MARKWALDER, former engineer of WOWO-WGL Fort Wayne, Ind., died a fortnight ago after a long illness.

ENGINEERING representatives of the British Broadcasting Corp. are pictured here with WLW-WSAI-WLWO officials at Crosley Square, Cincinnati, for technical conferences. Left to right are R. J. Rockwell, technical supervisor for stations; H. L. Kirke, BBC engineering representative, Washington; James Cassidy, director of special events for WLW-WSAI; A. E. Barrett, head of the research department for BBC, London, and James D. Shouse, vice-president of the Crosley Corp.

Communication Hookup Set Up by Blue Network

BLUE NETWORK, which has leased communications facilities from NBC since its separation in January 1942, will set up its own communications department to transmit and receive all messages for the network, effective April 15, Keith Kiggins, vice-president in charge of station relations, announced last week, explaining that the facilities leased from NBC are inadequate in view of the Blue's increase in business.

New department will be supervised by Thomas J. Dolan, traffic manager, with Richard Hamilton in charge of the telegraph room. Teletype machines will be located in New York, Chicago and Hollywood with private teletype wires between New York, Washington and Chicago and between Chicago and Hollywood.

Clark Adds

CLARK BROS. Chewing Gum Co., Pittsburgh, has ordered 39 additional stations for its MBS program *Goodwill Hour*, Sunday, 10:15-11 p.m., making a total of 101 Mutual stations. Agency is Walker & Downing, Pittsburgh.

Census Bureau Analyzes Migration of Population

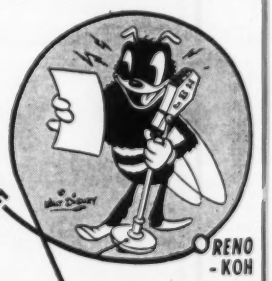
THAT THE people of the U. S. have been "on the move" for a long time and didn't wait until a shift to war jobs caused them to change residence, is revealed in a report issued by the Bureau of the Census last week. Between 1935-40 over 12% of the population migrated at least from one county to another within the United States, the report says.

California proved to have the largest net migration of white population with a net gain of 644,813, while Georgia showed the largest net loss for any state, with 30,801 leaving the state.

Biscuit Series

NATIONAL BISCUIT Co., New York, has signed a 52-week contract for a four-times weekly newscast by Tro Harper on WOR New York, effective April 11. Product is Premium Crackers. Program is merchandised through the distribution of station coverage maps to 300 National Biscuit salesmen in the WOR area. Firm will take over the WOR Theatre Sunday April 16 to introduce the show to company representatives and their families. Agency is McCann-Erickson, New York.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is *The Beeline*



THE BEELINE

RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representatives

McClatchy Broadcasting Company
Sacramento, California

Radio Challenged by NRDGA

(*Continued from page 9*)

ing that radio, by virtue of its increase in retail business, has a very definite job ahead in sustaining that business.

"I would rather not feel the opportunity was being thrown at us because of the lack of newspaper space," said Mr. Johnson. "That situation has always existed in radio. When the hour is gone, it's gone."

"We are willing to admit we know less about radio than any other medium," said Mr. Posen. I say to you gentlemen of radio it's up to you to educate us."

Mr. McCarthy, who outlined the Adam company's five-year experience in broadcast advertising, discounted the contention there is a problem. "We're here on business today," he said. "Your job and our job is selling. We ought to get together without too much difficulty. I can say incidentally radio stations are doing a 'helluva' good selling job."

Don't Expect Miracles

He urged fellow retailers who were buying time for the first time not to expect miracles. A brief test is no test at all, he declared, adding that no retail store should attempt any radio advertising under a 52-week basis.

"After five years in radio we really like it," Mr. McCarthy declared. "Our dollars are good. If radio can do a job, our dollars are waiting for you."

Mr. McCarthy suggested that the larger stations and networks which have merchandising and program specialists could assist smaller stations by sending their "brains" in the field to help the local outlets formulate better programs for local consumption.

John W. Outler Jr., manager of WSB Atlanta, told the retailers they did radio advertising a considerable favor when they "deflated our ego and let us know in mandatory terms that your revenue came the hard way and departed in the same fashion."

Referring to the present lush era in radio advertising, Mr. Outler said: "It seems the most elemental common sense that we get together to consider and discuss the practical uses and usages of a keen and supple advertising tool, to plant some signposts and direction markers on a highway that you folks are likely to travel many times in days to come.

"I can tell you from personal experience that we haven't had easy sailing with some of our own people in this amalgamation of interests. We've got some rugged individualists of our own. Quite a percentage of our difficulties can be attributed to the fact that some broadcasters have grown fat and prosperous entirely despite themselves and are quite unashamed in their admission that their present condition of prosperity has been obtained by careful planning and astute thinking . . . For all I know there may be some retailers of the same attitude.

"In our studies into the psychology of this thing—why radio hasn't done an all-out job of cultivating retail advertising—and why many retailers regard radio advertising as a play toy and a vehicle for personal aggrandizement—we've come on at least one X in the equation. Neither you nor the broadcasters can continue to regard each other as incidental if we are to attain that mutual prosperity we seek."

A Place for Both

E. Davis McCutcheon, sales promotion manager of D. H. Holmes Co., New Orleans, called on radio and newspapers to eliminate their controversy over who was to get the business. "There is definitely a place for radio in promotional advertising and there is definitely a place for the newspaper," said Mr. McCutcheon. "I would like to see the newspaper-radio controversy eliminated. You should present a united front in advertising. Newspapers 20 years ago tried to stop radio. Carriage manufacturers tried to stop automobiles. Today we accept these things as necessary in business. We are all sold on radio. There is a place for radio in the promotional budget."

Thomas D. Connolly, CBS manager of station promotion and merchandising, told the retailers that radio does not want "programs on false pretenses". He cited the necessity of properly choosing a program for specific audiences and merchandise. "When you buy a program you do not buy a group of listeners," he said.' 'You buy the opportunity to appeal to them." He, too, warned against short-term contracts, declaring that "radio is not a one-shot thing". He urged nothing less than a 52-week trial because programs must be built.

He said that 35% of what he termed "your worthy competition" is using news programs successfully; 18% music, 16% women's programs and 10% announcements. He added that 56% of the stores using broadcast advertising use at least one program daily and 19% use two or more programs daily.

Also on the panel was Richard G. Meybohm, publicity director of J. W. Robinson Co., Los Angeles.

At a noon luncheon Thomas F. Joyce, manager of the radio, phonograph & television department of RCA-Victor, repeated a talk on television he gave March 14 in New York [BROADCASTING, March 20], adding that the Franklin Square Bank of Long Island had opened 721 post-war purchasing accounts in which individuals begin making payments on merchandise to be delivered after the war. Of that number 91 persons were using the post-war budget plan for television receivers, based on an estimated price of $400 each, he said.

RADIO AD CLUB MAKES VIDEO PLANS

RADIO EXECUTIVES Club of New York has made arrangements to conduct a weekly television seminar which will cover allocation, studio designing, advertising, station operation, problem of remote telecasting and other related subjects. Murray Grabhorn, REC president, announced at last Thursday's meeting, at which Dr. A. N. Goldsmith, consulting radio engineer, spoke on "Television Opportunities."

Lecturers will include Dr. Goldsmith, O. B. Hanson, Edgar G. Kobak, Ben Kaufman, John T. Williams, C. B. Jolliffe, Worthing Miner, Allen B. Du Mont, Ralph Austrian, Arthur Levey, A. H. Rosenthal. The hour-and-a-half weekly lectures will be open to REC members only.

Out-of-town guests at the luncheon meeting included R. C. Embry, WITH Baltimore; Ralph Miller, WKY Oklahoma City; H. L. Krueger, WTAG Worcester; T. S. Marshall, WOLF Syracuse; John S. Derussy, KYW Philadelphia; Charles Stahl, WDAS Philadelphia; M. F. Williamson, Roche, Williams & Cunnyngham, Philadelphia.

★ ★ ★ ★

WSYR

The Only NBC Station Covering Central New York

—including over 40% of farms in the state.

★ 5000 Watts at 570 Kc
★ Syracuse, N. Y.
Represented by Raymer

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

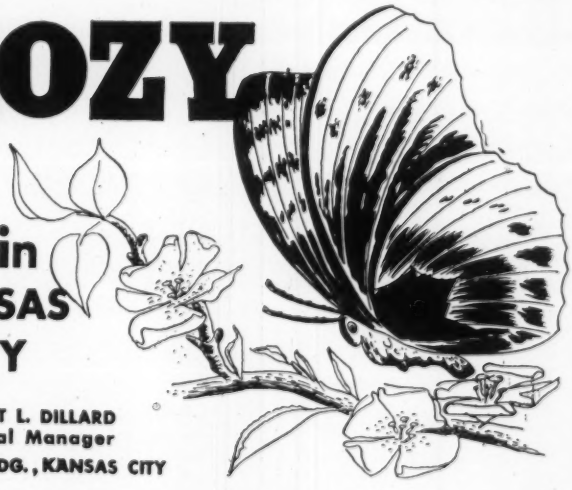
KROD

FOUR LETTERS
that spell
"RADIO AUDIENCE"
in the
El Paso Southwest

The CBS Station in El Paso, Tex.
Dorrance Roderick, Owner — Val Lawrence, Mgr.
HOWARD H. WILSON CO., National Reps.

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

KOZY



FM in
KANSAS
CITY

EVERETT L. DILLARD
General Manager
PORTER BLDG., KANSAS CITY

No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representatives

AP

WMCA, New York, N. Y.

. . . think AP news for radio is tops. Use it exclusively.

Leon Goldstein
News Editor

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

Another WCKY Star

DAVID CARTER DEANE
WCKY ORGANIST

50,000 WATTS C B S

THE L. B. Wilson STATION

Yea! Dis Is Butch!

Lowbrows, highbrows, inbetweens! They're here, with money to burn! Winston-Salem is an outstanding market—served by an outstanding radio station. If you want more sales and good will, you want—

WAIR

Winston - Salem, North Carolina

Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 1 TO APRIL 7 INCLUSIVE

Decisions . . .

APRIL 4

WMAZ Macon, Ga.—Granted acquisition control by George P. Rankin Jr. through sale of 279 shares (41%) capital stock by E. K. Cargill to licensee corporation for $120,000. Stock to be held as treasury stock.

WDSM Superior, Wis.—Granted relinquishment control by Victoria B. Conroy and James J. Conroy through sale 45 shares (39.4%) from Victoria B. Conroy to Roland C. Buck for $18,000.

WSPA Spartanburg, S. C.—Granted CP make changes in DA-N, increase 1 kw N to 5 kw N, conditions.

Valley Broadcasting Co., West Point, Ga.—Entered order vacating hearing assignment now scheduled for April 6, on application for CP new station, 1490 kc, 250 w, unlimited.

KOMO-KJR Seattle—Dismissed without prejudice to petitioner's proceeding in conformity with provisions of Order 84-B, petition filed relating to Order 84-A.

KFI-KECA Los Angeles—Same.

KGW-KEX Portland—Same.

KHQ-KGA Spokane—Same.

APRIL 5

FM Development Foundation, Olney, Md.—Placed in pending file application for CP new FM station.

Hampden-Hampshire Corp., Holyoke, Mass.—Same.

Illinois Broadcasting Corp., Quincy, Ill.—Same.

Montgomery Broadcasting Co., Montgomery, Ala.—Same.

Onondaga Radio Broadcasting Corp., Syracuse, N. Y.—Same.

WFMJ Broadcasting Co., Youngstown, O.—Same.

Sharon Herald Broadcasting Co., Sharon, Pa.—Same.

Havens & Martin Inc., Richmond, Va.—Placed in pending file application for CP new commercial television station.

Westinghouse Radio Stations Inc., Boston, Philadelphia, Pittsburgh—Same.

WGN Inc., Chicago—Same.

APRIL 7

WNBZ Saranac Lake, N. Y.—License renewal hearing set for April 12 continued to May 12.

Applications . . .

APRIL 4

KGLO Mason City, Ia.—Mod. license change corporate name from Mason City Globe-Gazette Co. to Lee Radio Inc.

KMTR Los Angeles—Relinquishment control by Reed E. Callister through transfer 337½ shares to Gloria Dalton—Court order also includes transfer of 162½ shares by K. L. Benning.

WTIC Hartford—CP commercial video station, Channel 7. Incomplete.

APRIL 6

Peninsula Broadcasting Co., Salisbury, Md.—CP new FM station, 48,900 kc, 6,000 sq. mi.

WELI New Haven, Conn.—Transfer control from Arde Bulova, Harold A. LaFont, Herman Strutz and F. V. Goldstein to Harry C. Wilder (22.8%), Central New York Broadcasting Corp. (38.6%), and Troy Broadcasting Co. (38.6%).

WRAL Raleigh, N. C.—Special service authorization operate on 850 kc, 250 w, unlimited.

WROX Clarksdale, Miss.—Mod. CP for changes transmitting equipment and approval transmitter and studio locations.

Louisiana Communications Inc., Baton Rouge, La.—CP new standard station, 1400 kc, 250 w, unlimited, amended re change type transmitter.

KFEQ St. Joseph, Mo.—CP new FM station, 46,900 kc.

Tentative Calendar . . .

WNBZ Saranac Lake, N. Y.—Renewal of license.

Rules Issued by BIR To Assist Employers

TO GUIDE employers in determining what types of salary increases they grant under existing salary stabilization regulations, the Bureau of Internal Revenue last week issued a set of comprehensive rules setting forth policies formulated on the basis of experience with the stabilization program.

The rules provide a guide for interpretation of Section 1002.14 of the Salary Stabilization Regulations of Sept. 1, 1943 under which the Commissioners' approval is not required for an employer to grant promotion, merit, and length-of-service increases in salary. Changes in salary classifications or policy require approval of the Commissioner of Internal Revenue.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

"OUR FIFTH YEAR"

for Kohlers Dry Cleaners, WFMJ

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

AFCCE
RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
Consulting Radio Engineers
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Texas kilowatt Mutual desires competent announcer. Send all. Box 125, BROADCASTING.

Texas Mutual needs commercial man who produces. Good future. Box 126 BROADCASTING.

Chief Engineer, First Class License, 250 Watt Midwest Local Station. Congenial work. Give draft status and minimum salary. Box 127, BROADCASTING.

RADIO TALENT SALESMAN. Draft exempt. Chicago office. One of country's leading talent agencies. Box 129, BROADCASTING.

ANNOUNCER WANTED—Experienced—Turntable technique—40 hour week—Plus overtime—Attractive Pay—Single men preferred. Write Gerald J. Morey, WNLC, New London, Connecticut.

OPERATOR—First class license for new 5 KW transmitter KINY Juneau, Alaska. Opening for chief if qualified. Permanent position. Travelling expenses paid from Seattle. Address Vincent I. Kraft, 708 American Bldg., Seattle.

West Texas Regional station has openings for two Transmitter Operators. Write KTSM, El Paso, Texas.

ENGINEER—Capable of developing assembling fully financed 250 watt transmitter and taking general charge in establishing station. Immediate salary, substantial interest. Box 602, Church Street, Annex, New York, N. Y.

WANTED—Transmitter Engineer holding radiotelephone first license for 5 KW mid-west station. $42.50 week and eight or more hours overtime. Supply outline or experience, education, draft status, and enclose a snapshot. Address Box 90, BROADCASTING.

Wanted—male or Female control operator for CBS affiliate. If you have a first, second or third class ticket and want to settle down in Kentucky, wire, write or call F. E. Lackey, WHOP, Hopkinsville, Ky. We can get together on salary and living quarters.

Experienced transmitter operator for ten KW western electric. Pay $305 per month on 48 hour basis. Write KPAS, Pasadena, Calif.

Wanted—First or second class operator. 1 KW Blue-Mutual Station. Excellent working conditions. State salary expected. Draft status. Radio Station WTJS, Jackson, Tennessee.

Salesman Wanted — Substantial position available for experienced time salesman with one of the largest New York national station representatives. State age, experience and salary expected. Box 116, BROADCASTING.

Southern California station will entertain applications from experienced transmitter engineers. Specify class of license, draft status, and salary expected. Box 113, BROADCASTING.

FLORIDA—NEED GOOD COMBINATION ANNOUNCER AND CHIEF ENGINEER, DRAFT PROOF, RELIABLE MAN OR WOMAN. STATE QUALIFICATIONS, SALARY DESIRED, AND ENCLOSE RECENT, FULL-LENGTH SNAPSHOT. BOX 93, BROADCASTING.

Capable plant Engineer for 1000 watt daytimer. No novice or habitual job-changers. $59.80 for 48 hour week. Prefer Southerner. Wayne Nelson WEGO, Concord, N. C.

SALESMAN WANTED for 250 watt station. Permanent spot. Salary and bonus plan. Chance for good money for alert salesman. Automobile necessary as market covers several towns. Write KGBS, Harlingen, Texas.

Help Wanted (Cont'd)

ANNOUNCER: COMBINATION PERSONALITY MAN AND DISC-JOCKEY TO DO TWO BANG-UP SHOWS DAILY, 45 MINUTES MORNING AND ONE HOUR MATINEE. WELL KNOWN MIDWEST METROPOLITAN BASIC NETWORK AFFILIATE OFFERS GOOD SALARY AND PLEASANT WORKING CONDITIONS BUT MAN ACCEPTED MUST BE THOROUGHLY EXPERIENCED. WRITE FULLY, IN CONFIDENCE, GIVING AGE, BACKGROUND, DRAFT STATUS, SALARY REQUIREMENTS, ETC. BOX 139, BROADCASTING.

ANNOUNCER—For basic major network station in New England. Experience, salary, other qualifications first letter. Box 65, BROADCASTING.

First Class Announcer able to handle news. Wanted by outstanding 5 KW station. Box 146, BROADCASTING.

Newsman capable of rewrite and good delivery. Excellent working conditions. Box 145, BROADCASTING.

Situations Wanted

CHIEF ENGINEER—Capable taking complete charge. Experienced in construction, installation, maintenance, recording, all phases broadcast engineering. Also high frequency and F. M. Sixteen years education and experience, first class license, age 33, married, one child, draft deferred. Good references. Interested only in permanent position. Prefer Texas or adjoining states. Box 118, BROADCASTING.

ANNOUNCER — ACTOR—Experience in radio, stage and screen. Age 45. Excellent health. Box 119, BROADCASTING.

STATION MANAGER, experienced in all phases of radio, contemplates change. Draft exempt. Full details will be sent upon request. Box 120, BROADCASTING.

Writer—Director—Producer wishes New York or Chicago connection. Excellent professional record, 4 F. Box 121, BROADCASTING.

Salesman—draft exempt, family, 5 years Experience. Box 123, BROADCASTING.

Announcer—draft exempt, family, 1 year experience. Box 124, BROADCASTING.

Commercial Manager—Age 39—5 years experience—salary and commission—services available September 1944—present income $4400.00. Box 128, BROADCASTING.

Program Director or **Network Writer-Producer,** 10 years radio, 2 years agency experience. Excellent idea man. 4-F. Box 130, BROADCASTING.

Chief Engineer 250 Watt station wants position 5 K.W. or Chief Engineer 250 watter. Experienced installing RCA, Western Electric Transmitters. Prefer South. Must be permanent. Some announcing ability. Draft 4 F. Box 133, BROADCASTING.

EXPERIENCED ANNOUNCER — Available immediately—Permanent 4 F—Western Pa. or Ohio preferred. Box 134, BROADCASTING.

RESEARCHER—Broad experience and acceptance will consider establishing general survey and promotional service in good market, to serve station managers and agencies with on the spot current indices and program ratings; pass the sales ammunition; improve dealer distribution and cooperation. Information regarding need for such service in your market is solicited. Box 122, BROADCASTING.

Situations Wanted (Cont'd)

ANNOUNCER PROGRAM DIRECTOR—5 years experience—network Mutual CBS. Special—news — commercial— general—prefer South Central West. Box 115, BROADCASTING.

General and Commercial Manager of small network station with success story wants bigger proposition. Box 137, BROADCASTING.

Station Owners! Bring youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent reason for desiring change. Confidentially, let's confer. Write Box 60, BROADCASTING.

Announcer — Dependable — 25—draft deferred—qualified—distance no obstacle. Box 109, BROADCASTING.

Available: Two Network announcers, one experienced commercial and script writer and one program director-production manager eleven years radio stage experience. Apply Box 136, BROADCASTING.

1st Class radio telephone engineer, experienced, status 4 F, wants permanent postwar position. Available June 1st. State all facts in first letter. Walter Ninneman; WLBL; Auburndale, Wisconsin.

TALENTED PRODUCTION DIRECTOR AND SCRIPT WRITER WITH SIX YEARS EXPERIENCE — DRAFT EXEMPT — SALARY $80. BOX 112, BROADCASTING.

Wanted to Buy

Ready Cash for equipment for 250-1000 watt station. Also interested in buying towers, ground wire, studio equipment. Write, wire R. C. Whitehead, 420 Lexington Ave., New York.

Century Electric Co. Model 321, motor generator ATR 3 phase 220 volt. State condition. Box 135, BROADCASTING.

1 complete 250 Watt Standard Broadcasting Transmitter, also Studio Equipment and Tower. Box 132, BROADCASTING.

Cash for 250 watt transmitter complete. Also modulation and frequency monitor. 1379 Westminster Ave., Salt Lake City, Utah.

WANTED — Frequency and modulation monitors. Box 114, BROADCASTING.

WANTED TO BUY IMMEDIATELY: 250 or 1000 watt complete broadcast setup. Studio, transmitter, tower, etc. Will be interested in any part of this equipment or all. Wire or write Box 97, BROADCASTING.

Tastyyeast Moves

TASTYYEAST Inc., Bloomfield, N. J., has shifted its account from C. L. Miller Co., New York, to Colonial Adv., New York. A ten-week test spot campaign on six Florida stations was completed April 1, but the candy firm is not expected to embark on regular use of radio at present. Advertising will be spasmodic and limited in view of restricted sugar supplies and the allocation of the major production to the military.

WANTED
CHIEF ENGINEER

1 KW, CBS regional affiliate and key station state network. Need experienced dependable man with executive ability. Prefer draft exempt or reasonably certain deferred status. Located progressive growing southwestern city. Compensation includes partly furnished house. Position open May First or sooner, airmail or wire—

P. O. Box 2761
Phoenix, Arizona

SCRIPT WRITER

● Poultry and livestock background. Writing, contacting feed and remedy accounts of this 36 year old Advertising Agency. Write fully in confidence, accounts worked, draft status, samples, photo and salary range to Radio Director,

SIMMONDS & SIMMONDS, INC.
201 North Wells - Chicago 6, Ill.

MODULATION MONITOR WANTED

●

ALSO, WANT FREQUENCY MONITOR AND OTHER EQUIPMENT, WRITE:

Box 131, BROADCASTING

Looking for a station manager? Program Director of clear channel network station, with 5 years' radio, seeks position with postwar future, preferably in the West. Experience in all phases of radio except engineering. Am now employed. Draft 1-C.

Box 138
BROADCASTING

WANTED

Good announcer for early morning program, 6:30-8:30. Must be experienced, intelligent and hard working. No prima donnas. Permanent job for right man. Must be 4-F or draft exempt. If now making $35.00 or less, you will be interested in our offer. Station has full NBC service and is not a hick town operation.

WKPT
KINGSPORT, TENN.

House FCC Hearings to Resume Soon; Sirica Plans an 'Objective' Investigation

HEARINGS by the House Select Committee to Investigate the FCC will be resumed immediately after April 12, when Congress returns from the Easter holidays, John J. Sirica, newly appointed Committee general counsel, said last week. Harry S. Barger, chief investigator and acting general counsel since the resignation of Eugene L. Garey last February, will resume cross-examination of Charles R. Denny Jr., Commission general counsel, Mr. Sirica added.

"It will take me at least two or three months to familiarize myself with the record," said the 40-year-old Washington attorney whose appointment was announced March 31 following a Committee executive session [BROADCASTING, April 3].

"I have the highest regard for Mr. Barger's ability as an investigator and lawyer," he continued. "Until I get my feet on the ground and can digest the 2,000 pages of printed record, Mr. Barger will carry on."

MR. SIRICA

Sirica Given Authority

Mr. Sirica will be given full authority to conduct the investigation, according to Chairman Lea (D-Cal.). Staff appointments will be made by the general counsel with approval of the Committee, he added. Mr. Sirica said that until he becomes more familiar with the job he will not appoint any assistants. He paid tribute to the work of both Mr. Barger and Harvey Walker, assistant investigator who left last week for service in the Navy as an Ensign.

Robert B. Barker, former investigator-attorney for the Committee who resigned last Nov. 1, returned to the Committee last Monday following his appointment April 1 by Chairman Lea. Mr. Barker also has done investigative work for the Dies Committee on Un-American Activities.

Mr. Sirica emphasized that his sole aim in the investigation is to do an "objective job" divorced entirely from any political or personal ambitions. He has been a District resident all his adult life and has never voted, although his former Government affiliation as assistant U. S. attorney for the District of Columbia, was through a Republican appointment during the Hoover administration.

Entitled to Facts

"I believe the Congress and the American people are entitled to all the facts and my job, as I see it, is to present those facts, good or bad, to the Committee," said the new general counsel. "I don't believe I know anyone connected with the FCC. Certainly I've never practiced before the Commission. If this investigation can help Congress to write good communications legislation, based upon the facts as we find them, I will feel that our job has been accomplished."

Mr. Sirica said the nearest he ever got to direct contact with radio was a year ago when he was retained by Coudert Bros., New York law firm and attorneys for the Andrew Jergens Co., as Washington counsel and trial lawyer when Eleanor Patterson of the *Washington Times-Herald* sued Walter Winchell for alleged libel. Also named as defendants were the Jergens Co., Mr. Winchell's sponsors, and the Blue Network Co. The suit was withdrawn the day of trial.

Mr. Sirica, a bachelor, plans to continue his private practice, although he will devote the major portion of his time, he said, to the Committee investigation.

As he took over the legal and investigating staff the Committee had a balance of more than $35,000 of a total fund of $110,000. The initial appropriation, at the outset of the probe more than a year ago, was $60,000. Late last year the Committee on Accounts approved another $50,000 appropriation for the investigation.

Subsidy Bill Faces Fight

CONTROVERSY over the Cannon newspaper subsidy bill (HR-3693) to authorize the Treasury to spend up to 15 million dollars annually for War Bond advertising in newspapers in cities of 25,000 population or less and in weeklies in the larger communities, is expected to arise if the Rules Committee reports the bill out for floor consideration. Rep. Cannon (D-Mo.), sponsor of the measure, a companion to the Bankhead Senate-passed bill, said last Wednesday he had been assured by the Rules Committee his bill would be approved shortly. Several members of the Committee, however, are known to oppose the bill as discriminatory and a subsidy.

Hooper Report Shows Hope Leads in Evening

BOB HOPE leads the list of "First Fifteen" program in the March 30 Evening Network Hooperatings, followed by *Fibber McGee & Molly*, second, and Jack Benny, third. The list continues as follows: Charlie McCarthy, Walter Winchell, *Radio Theatre*, Red Skelton (rating "computed" in Eastern Time Zone), Joan Davis with Jack Haley, *Take it or Leave it*, *Mr. District Attorney*, Abbott and Costello, Fred Allen, *Screen Guild Players*, *Aldrich Family and* Bing Crosby (substitute).

Average evening program rating of 10.4 is down 1.0 from a year ago, and down 0.1 from the last report. Average sets-in-use of 31.8 is up 0.9 from a year ago, and down 0.2 from the previous report. Average available audience registered no change from the last report, but showed a drop of 0.4 from last year.

Drawn for BROADCASTING by Sid Hix

"Petrillo Heard Our Studio Canary Chirp During the String Ensemble Program Last Week!"

Snow Trouble

UP WESTCHESTER way the 14 inch snowfall one day last week gave Frank A. Seitz, managing director of WFAS White Plains, N. Y., a chance to show his versatility. Arriving at 7:30 a.m. Mr. Seitz found himself the only one on deck at air-time. For the next 90 minutes he performed the duties of transmitter engineer, studio operator, announcer, news editor, platter turner and traffic supervisor. By nine o'clock other staffers who found themselves stalled by suspended transportation facilities began to trickle in, allowing Mr. Seitz to resume his managerial duties. Note to FCC: Don't worry—Mr. Seitz holds a first class radio telephone operator's license and is chief engineer of WFAS anyway.

MUTUAL-DON LEE GETS STANDARD OIL

STANDARD OIL CO. of California has shifted networks from Blue to Mutual-Don Lee for its five weekly news commentary by Lowell Thomas, effective May 15. Reason for the shift, it was explained, was the sponsor's desire to secure earlier time which was not available on the Blue because of the inability of certain stations in the Pacific Northwest to clear the period.

Contract, which was signed in the office of Dan J. Donnelly, manager of KFRC San Francisco, is for 52 weeks. Agency is BBDO. Ray Rhodes, sales manager of KFRC, is account executive. New time of 7:15-7:30 p.m. (PWT), Monday through Friday, to the entire Don Lee Network of 36 stations in Idaho, Washington, Oregon and California, with probable expansion to the Inter-Mountain Network, Arizona and Honolulu.

Under discussion is a plan to bring the representatives of the 36 stations involved in the deal to San Francisco for a meeting with Standard Oil officials to discuss details for a western promotional campaign for Thomas.

Analysts Elect

JOHN W. VANDERCOOK, NBC-Blue commentator, who expects to leave shortly to join NBC's London invasion team, has been elected president of the Assn. of Radio News Analysts, succeeding Maj. George Fielding Eliot, CBS. Others elected were: Maj. Eliot and Raymond Gram Swing, Blue, vice-president; Cesar Searchinger, NBC secretary; and Quincy Howe, WQXR, treasurer. H. V. Kaltenborn, NBC, was elected chairman of the executive board.

Heinz Summer Show

SUMMER replacement for H. J. Heinz Co.'s *Information Please* on NBC Monday, 9:30-10 p.m. will be an all-musical show *Vacation Serenade* to start around the first of July. Talent will include Wilfred Pelletier, orchestra conductor. Agency is Maxon Inc., New York.

More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

WLW

DIVISION OF THE CROSLEY CORPORATION

The Nation's Most Merchandise-able Station